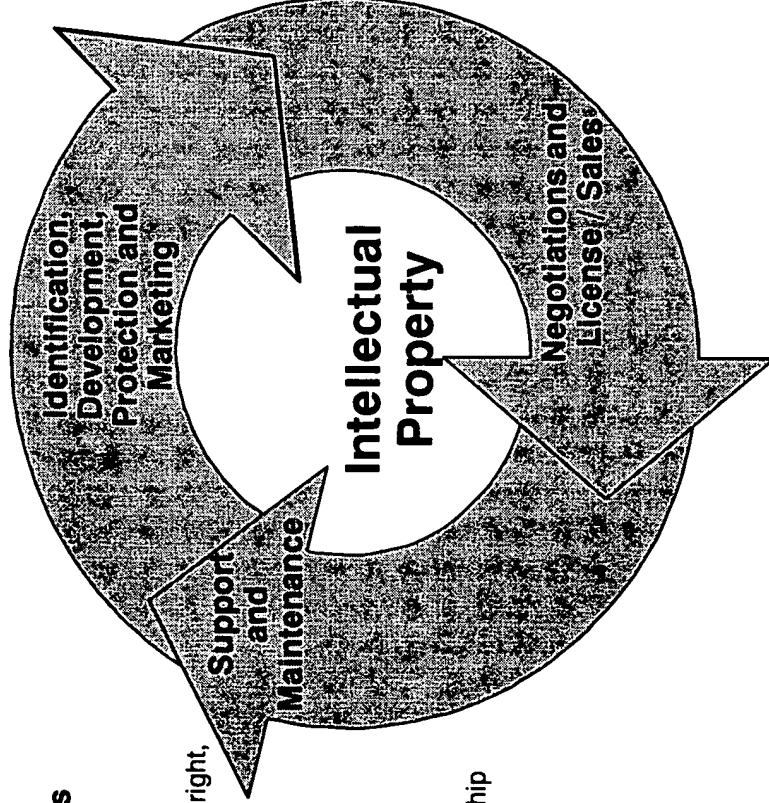


Continuous Intellectual Property Process

III. Support and Maintenance:

- Internal reward and recognition programs
- IP protection and policing:
 - Patent, trademark, copyright, trade secret, portfolio management
 - Policing IP
- Relationship Management:
 - Internal Entities
 - External Sales Partnership and End Users
- Royalty Management
- Quality Standards Management



I. Identification, Development, Protection and Marketing:

- Identification:
 - Identify new intellectual property (inventions, technology, ideas, brands)
 - Identify potential marketing opportunities
- Development:
 - Develop inventions, technology, ideas for IP protection
 - Develop marketing sales channels
- Protection:
 - Protect IP with patents, copyrights, trade secrets, trademarks
 - Protect with Non-Disclosure Agreements
- Marketing:
 - Market & competitive analysis
 - Financial analysis

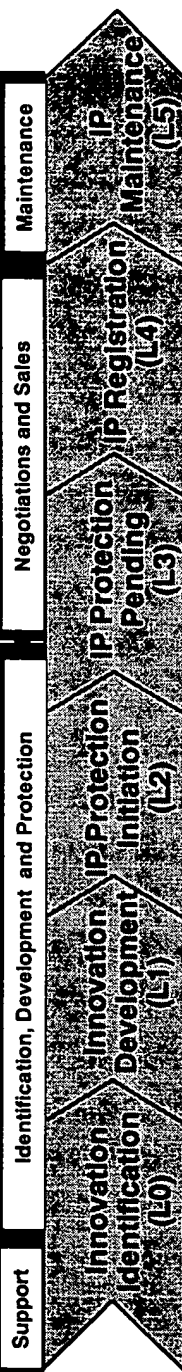
II. Negotiations and License/Sales:

- IP Negotiations (e.g., with customers, government agencies)
- License / Sales Initiation
 - Contact vendors
 - Contact end users
- Contract development, negotiation and completion

FIG. 1

IP Protection Life Cycle

Continuous IP Process:



Effort Spent:	• 1-2 hours/product	• 1-2 hours	• 3-5 hours/patent	• 3-5 hours/patent	• 3-5 hours/patent	• 1-2 hours
Time Elapsed (per level):	• 1-5 days	• 1-2 hours	• 1 hour/copyright	• 18-24 months/patent	• 1-5 days/patent	• 1 day + periodic
Time Elapsed (total):	• <1 week	• 1-2 weeks	• 1-5 days	• 6-12 months/copyright	• 1-5 days/copyright	• 20 years/patent
			• 1-3 mos/trademark	• 22-30 months/patent	• 2-2.5 years/patent	• 5-10 years/trademark
			• 3-4 weeks/copyright	• 12-18 mos/trademark	• 1-3.5 yrs/trademark	• 10 years/copyright

Note: Trade secrets need not be registered, but reasonable steps must be taken to keep secret, including proper markings and use of Non-Disclosure Agreements.

IP Protection Activities:

• Internal awareness and education	• Further educate innovation generator on information needed for IP protection	• Assess disclosure form	• Verify filing award received (if any)	• Assist in notification to innovation generator	• Verify issuance award received (if any)
• Internal relationship building	• Assist innovation generator in getting innovation to point for protection with IP	• Notification to IP	• Assist innovation generator with issues relating to using innovation while IP protection pending	• Assist innovation generator in marking innovation with registration information	• Record all relevant IP information
• Identify protection opportunities	• Assist IP Marketing with technical understanding	• Verify disclosure award received (if any)	• Follow up with legal innovation generator and legal documents from government agency where application filed & assist in response	• Assist innovation generator in understanding extent of IP protection	• Internal follow up
• Identify type of protection(s) needed	• Disclose form received	• Follow up with innovation generator and legal	• Review written documents from government agency where application filed & assist in response	• Verify registration	• IP policing
• Catalog & quality opportunities	• Clearance Searches	• Application filed			
• Notification to IP Marketing for marketing					
• IP Protection team member assigned					

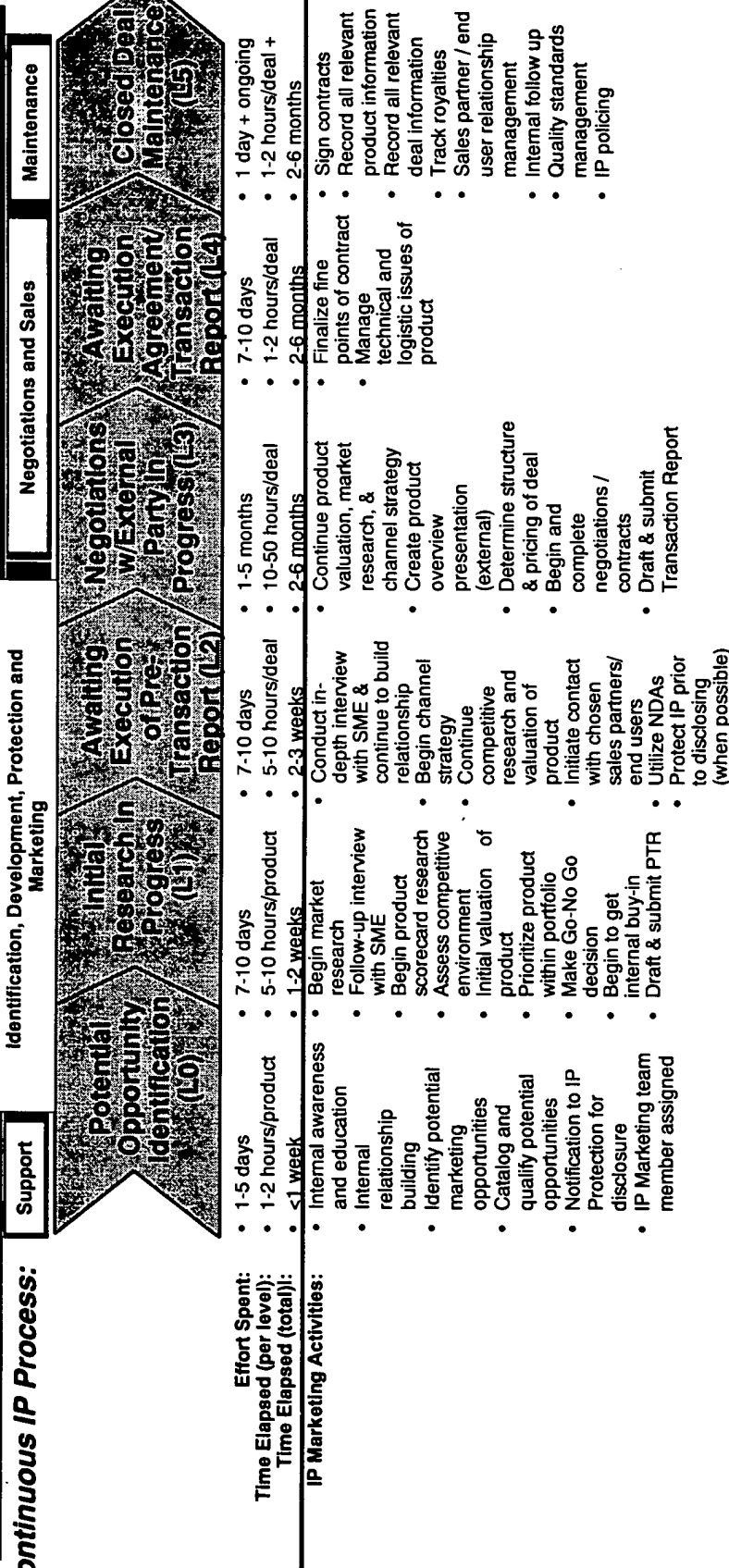
Measures:

• Innovations identified (#/types)	• # Disclosures	• # Applications filed	• Proper innovation usage during IP	• # Registration	• IP attributes cataloged
• Quality of innovations	• Innovation attributes known and cataloged	• Quality of applications	• Pendancy	• Proper markings	

FIG. 2

IP Marketing Life Cycle

Continuous IP Process:



Measures:

- Products identified
- Quality of products
- Product attributes known & cataloged
- PTR for all deals
- Accuracy of valuations
- Terms of deals
- # times contract reworked
- TR for all deals
- Revenues
- % licensed with patent protection
- Deal attributes cataloged

FIG. 3

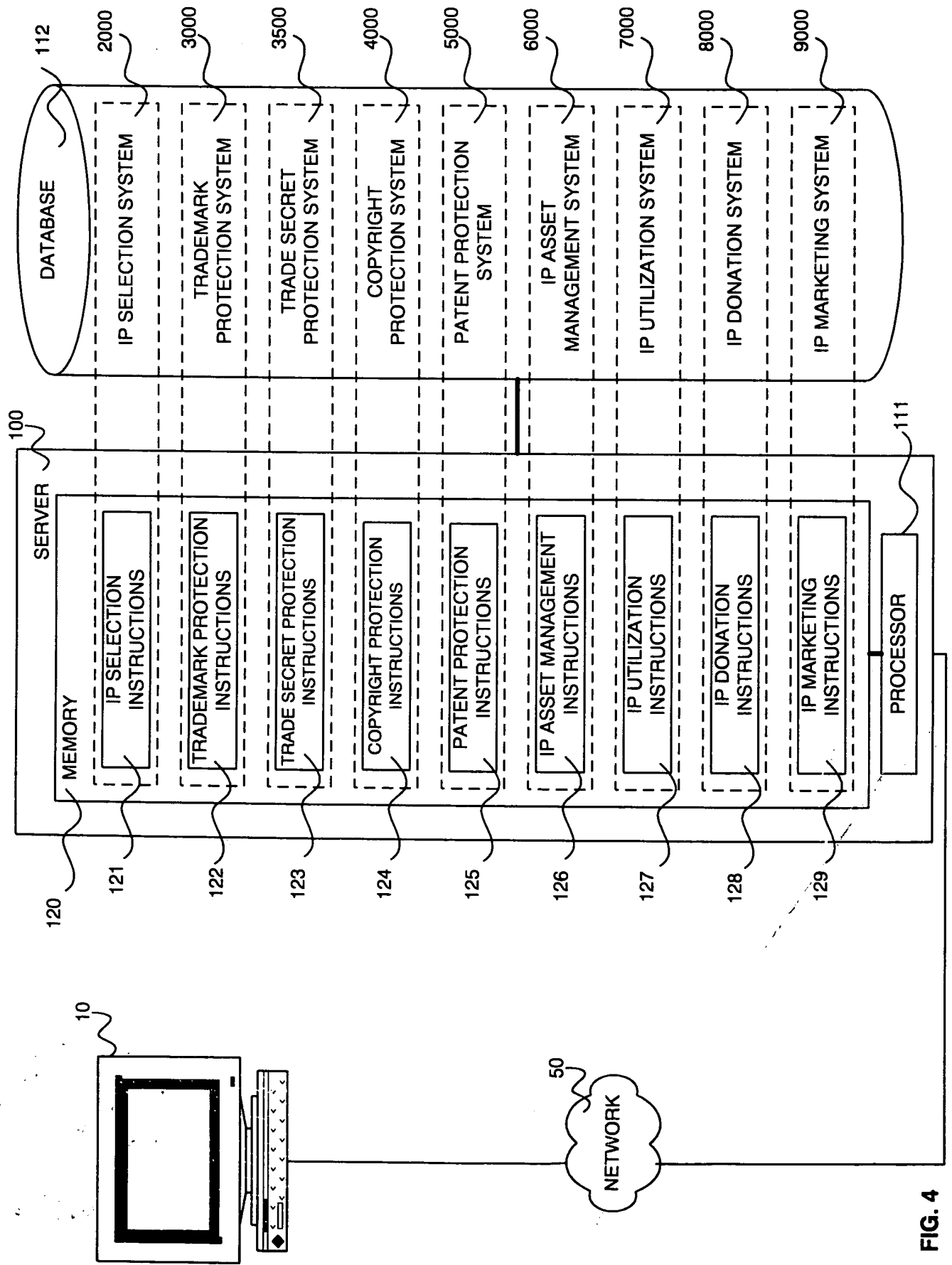


FIG. 4

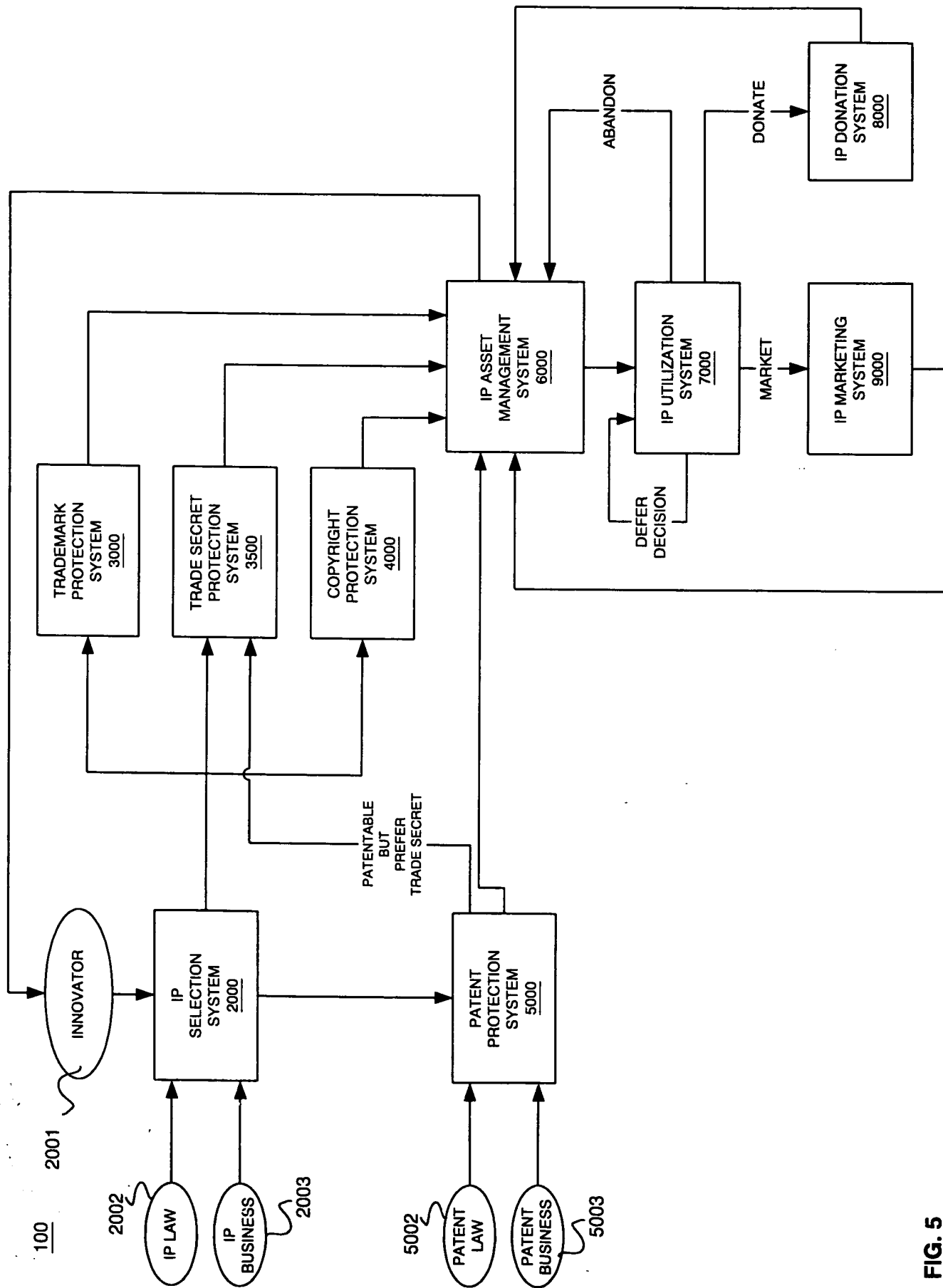


FIG. 5

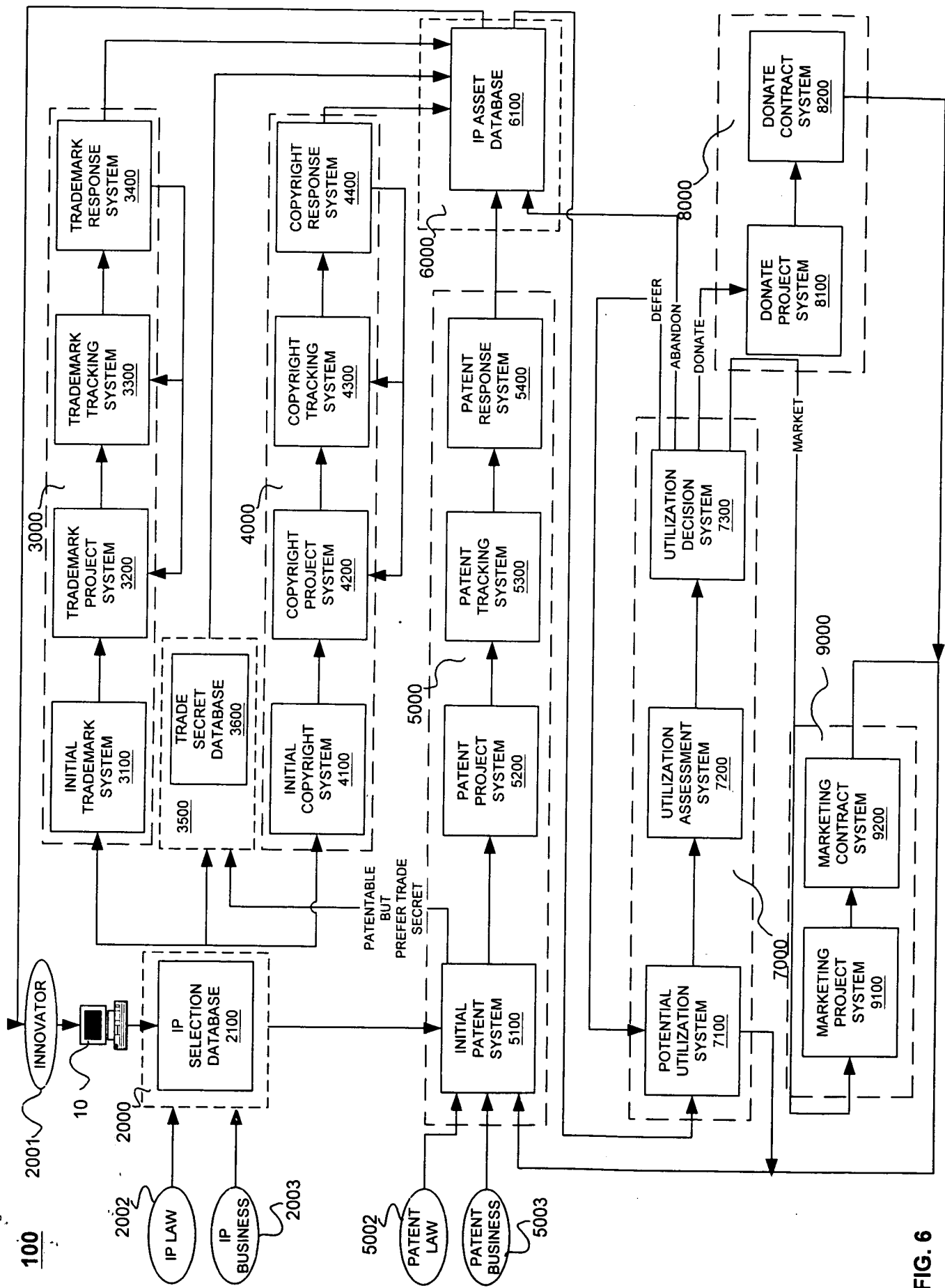


FIG. 6

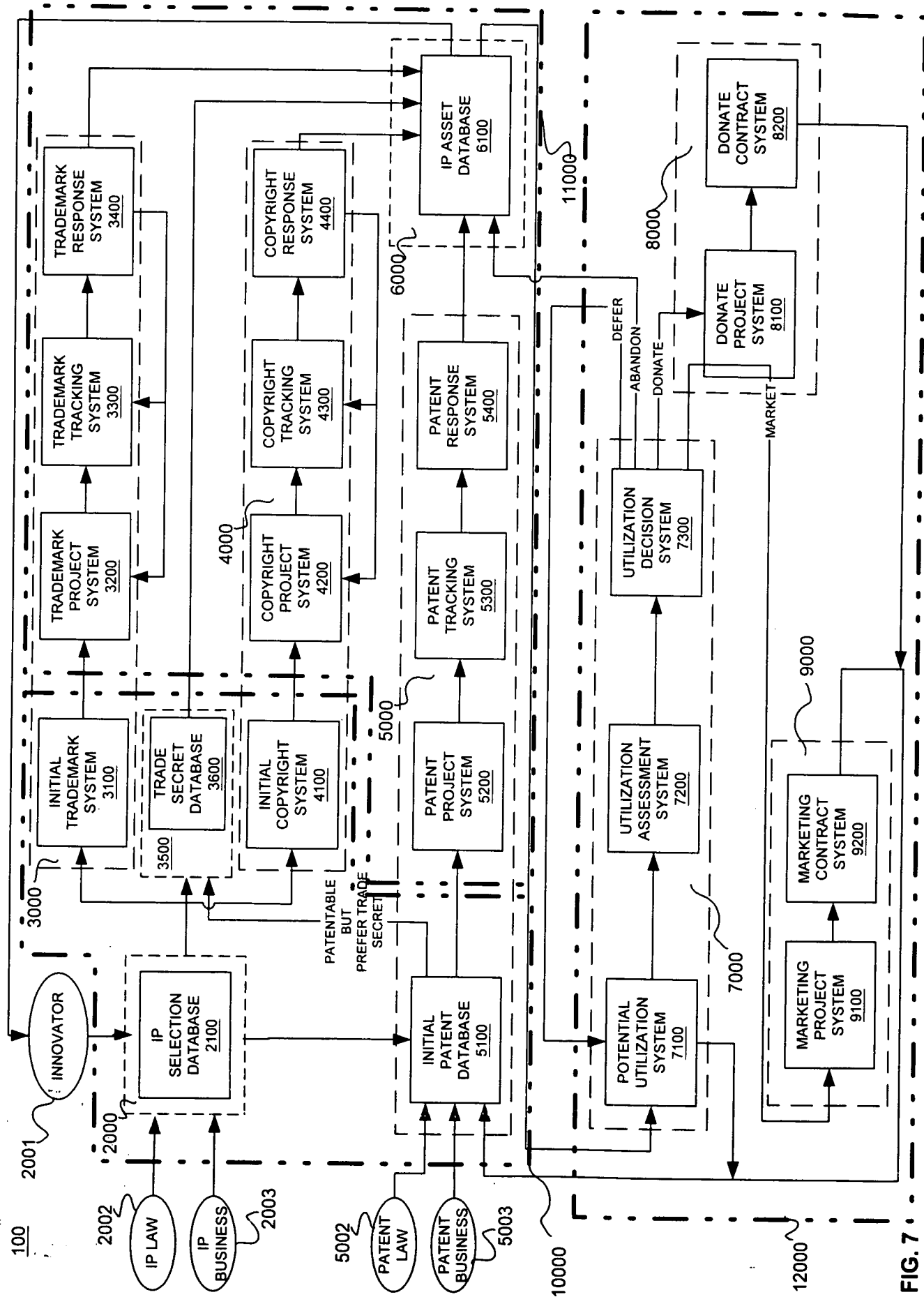


FIG. 7

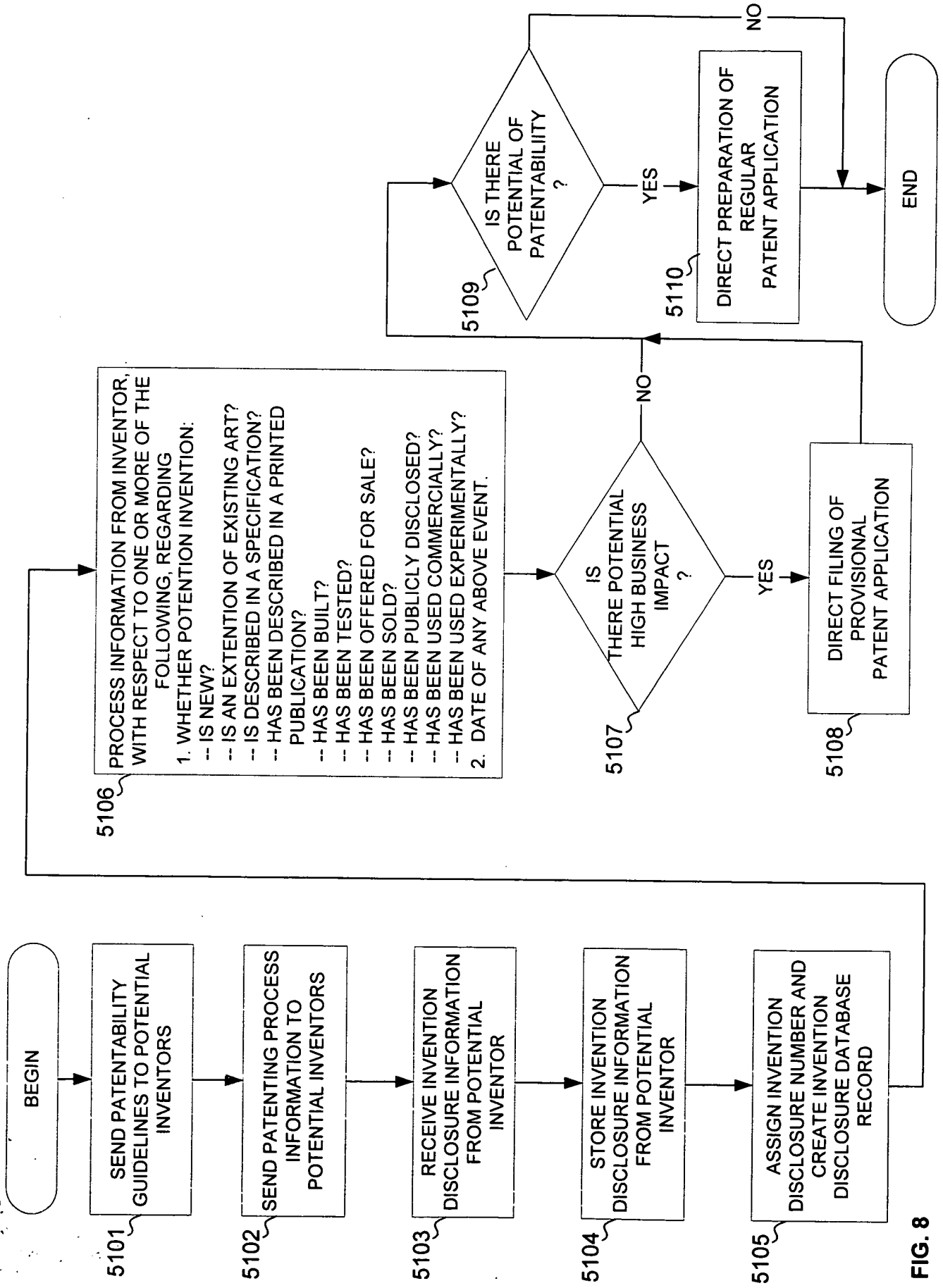


FIG. 8

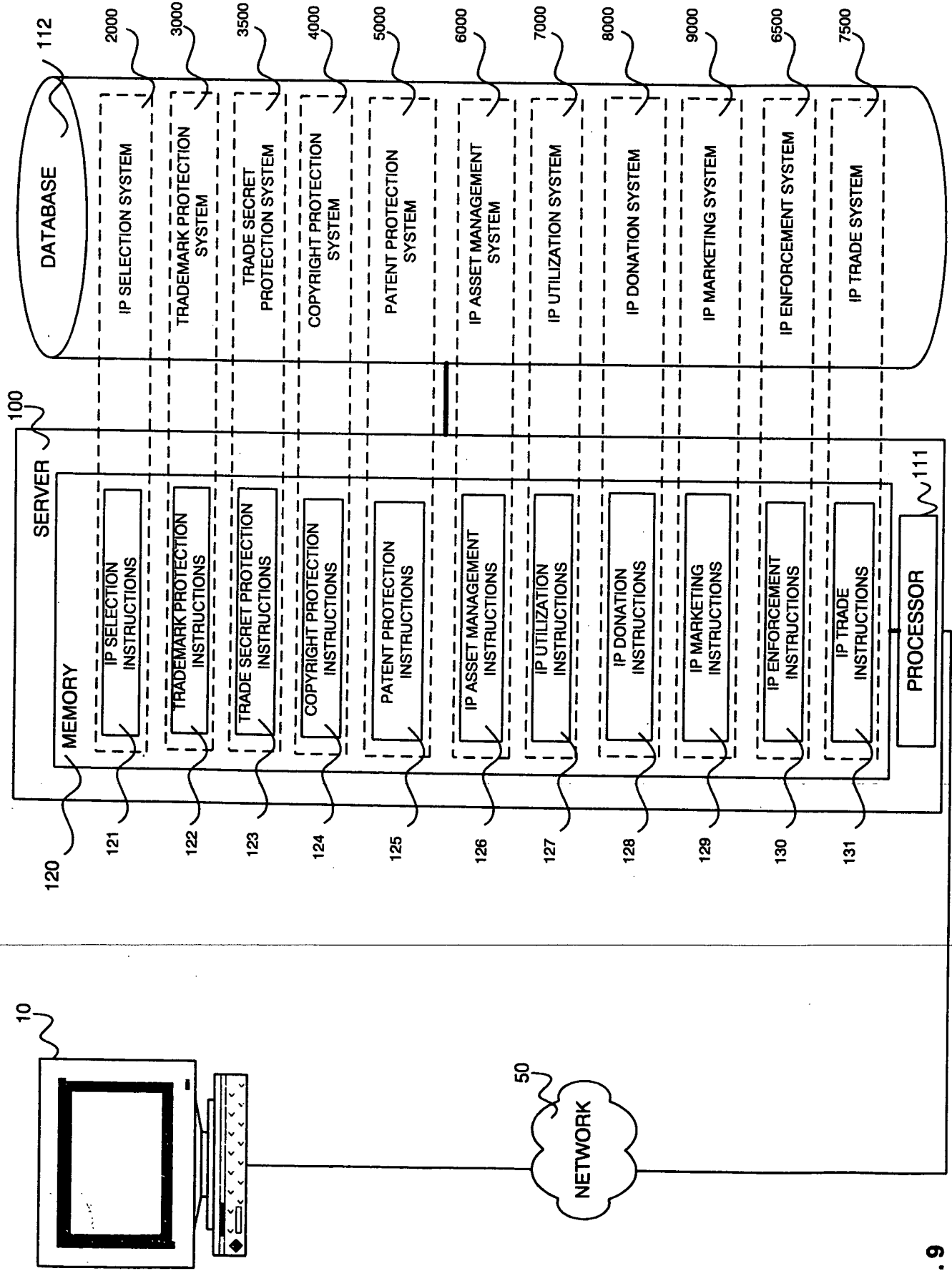


FIG. 9

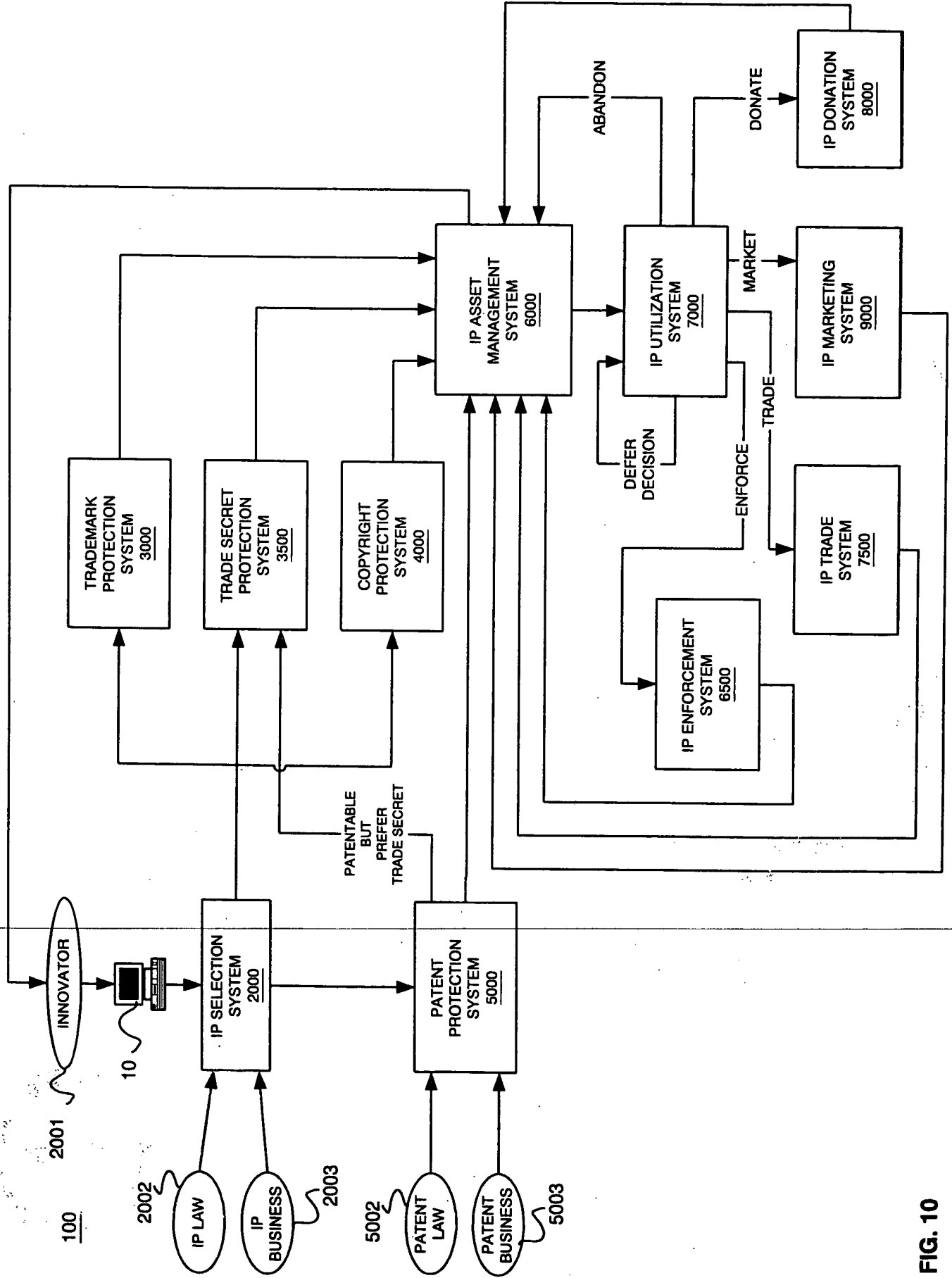


FIG. 10

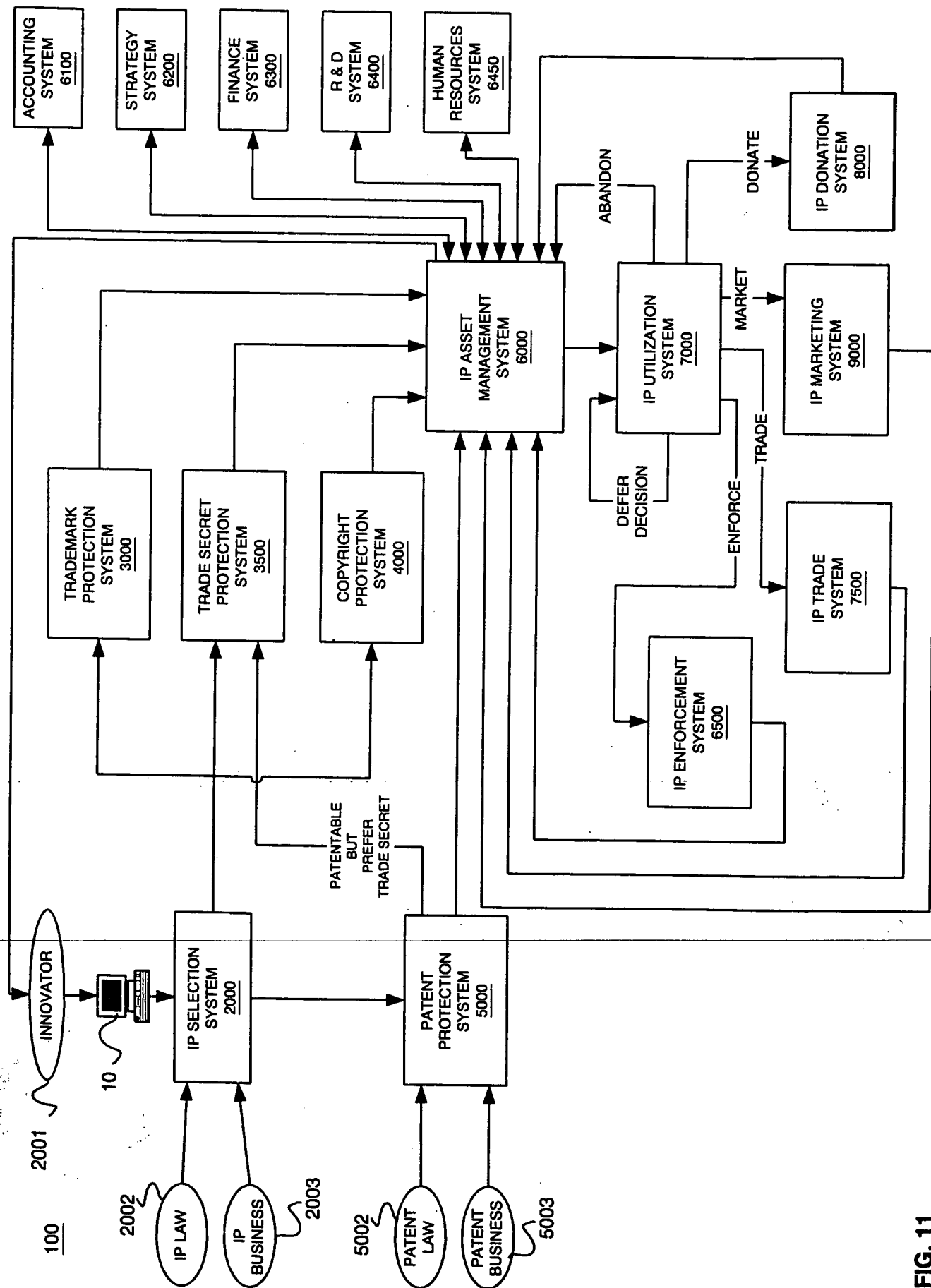


FIG. 11

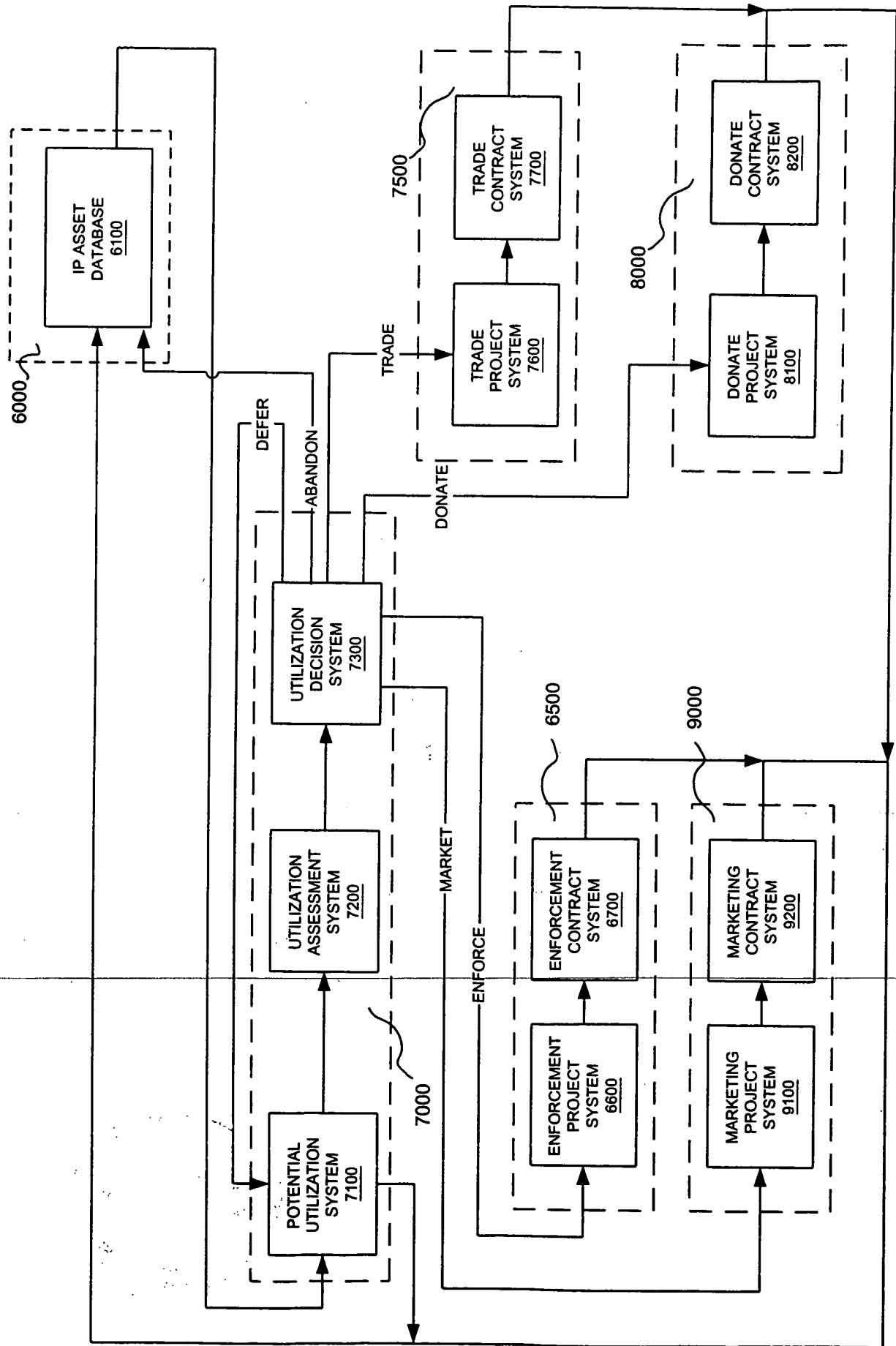


FIG. 12

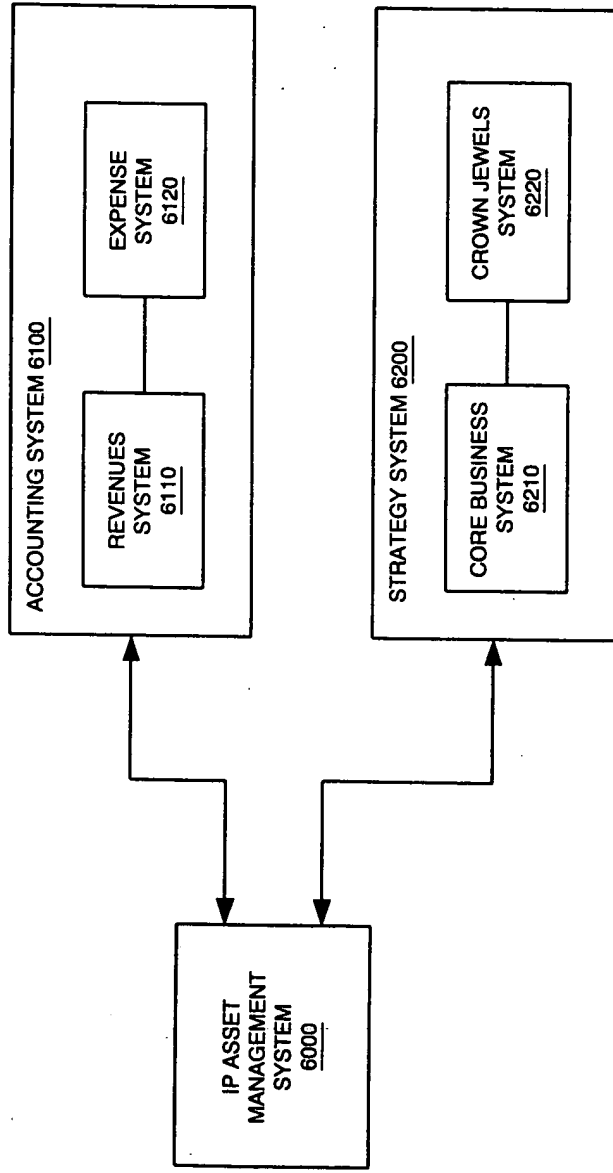


FIG. 13

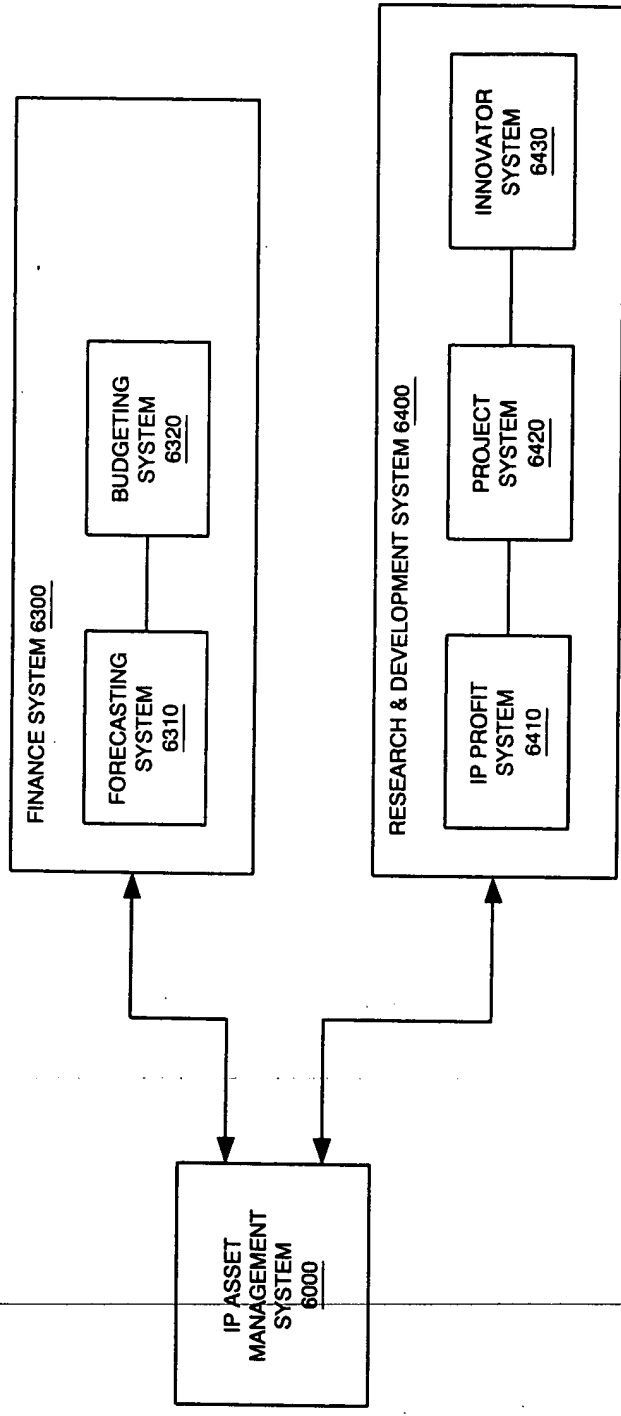


FIG. 14

	PRODUCT	B/U	LEAD	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	GOAL	\$	%
1	PRODA	BUB	X						42					2001	3.5M	0.5
2	PRODB	BUC	Z										45	4Q 00	1M	0.9
3	PRODC	BUA	Z				35							4Q 00	3.5M	0.25
4	PRODD	BUA	Y					35						4Q 00	3.5M+	0.5
5	PRODE	BUD	X					35						4Q 00	3.5M	0.05
6	PRODF	BUE	W					35								
7	PRODG	BUD	W		35											
8	PRODH	BUC	X					35						2001	500K	
9	PRODI	BUE	Z						35					2001		
10	PRODJ	BUE	X					40						2001	5M	0.33
11	PRODK	BUB	W								47			2001	6M	0.9
12	PRODL	BUD	Y	31X										-----	-----	-----
13	PRODM	BUB	Y					35								
14	PRODN	BUA	W				38							2001		
15	PRODO	BUC	Y	36X										-----	-----	-----
				INITIAL	MARKET	RESEARCH	PTR	MARKET	PLAN	SELL	NEGOTIATE	TR	APPROVAL	EXECUTE	SETUP	AUDIT
				CONTRACT	CONTRACT	CONTRACT	CONTRACT	CONTRACT	CONTRACT	CONTRACT	CONTRACT	CONTRACT	CONTRACT	CONTRACT	CONTRACT	CONTRACT

FIG. 15

FOR "HSTOS/60

	PRODUCT	B/U	LEAD	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	GOAL	\$	%
1	PRODF	BUE	W					35								
2	PRODG	BUD	W		35											
3	PRODK	BUB	W								47			2001	6M	0.9
4	PROD N	BUA	W				38							2001		
5	PRODA	BUB	X						42					2001	3.5M	0.5
6	PRODE	BUD	X					35						4Q 00	3.5M	0.05
7	PRODH	BUC	X					35						2001	500K	
8	PRODJ	BUE	X					40						2001	5M	0.33
9	PRODD	BUA	Y					35						4Q 00	3.5M+	0.5
10	PRODL	BUD	Y	31X										----	----	----
11	PRODM	BUB	Y					35								
12	PRODO	BUC	Y	36X										----	----	----
13	PRODB	BUC	Z										45	4Q 00	1M	0.9
14	PRODC	BUA	Z				35							4Q 00	3.5M	0.25
15	PRODI	BUE	Z						35					2001		

INITIAL	MARKET	RESEARCH	MARKET	RESEARCH	PTA	APPROVAL	MARKET	PLAN	SELL	NEGOTIATE	TR	APPROVAL	EXECUTE	CONTRACT	SETUP	CONTRACT	AUDIT	CONTRACT
---------	--------	----------	--------	----------	-----	----------	--------	------	------	-----------	----	----------	---------	----------	-------	----------	-------	----------

FIG. 16

	PRODUCT	B/U	LEAD	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	GOAL	\$	%				
1	PRODB	BUC	Z										45	4Q 00	1M	0.9				
2	PRODK	BUB	W								47			2001	6M	0.9				
3	PRODA	BUB	X						42					2001	3.5M	0.5				
4	PRODI	BUE	Z						35					2001						
5	PRODD	BUA	Y					35						4Q 00	3.5M+	0.5				
6	PRODE	BUD	X					35						4Q 00	3.5M	0.05				
7	PRODF	BUE	W					35												
8	PRODH	BUC	X					35						2001	500K					
9	PRODM	BUB	Y					35												
10	PRODJ	BUE	X					40						2001	5M	0.33				
11	PRODC	BUA	Z				35							4Q 00	3.5M	0.25				
12	PRODN	BUA	W				38							2001						
13	PRODG	BUD	W		35															
14	PRODL	BUD	Y	31X										-----	-----	-----				
15	PRODO	BUC	Y	36X										-----	-----	-----				
				INITIAL	MARKET	RESEARCH	PTR	APPROVAL	MARKET	PLAN	SELL	NEGOTIATE	TR	APPROVAL	EXECUTE	CONTRACT	SETUP	CONTRACT	AUDIT	CONTRACT

FIG. 17

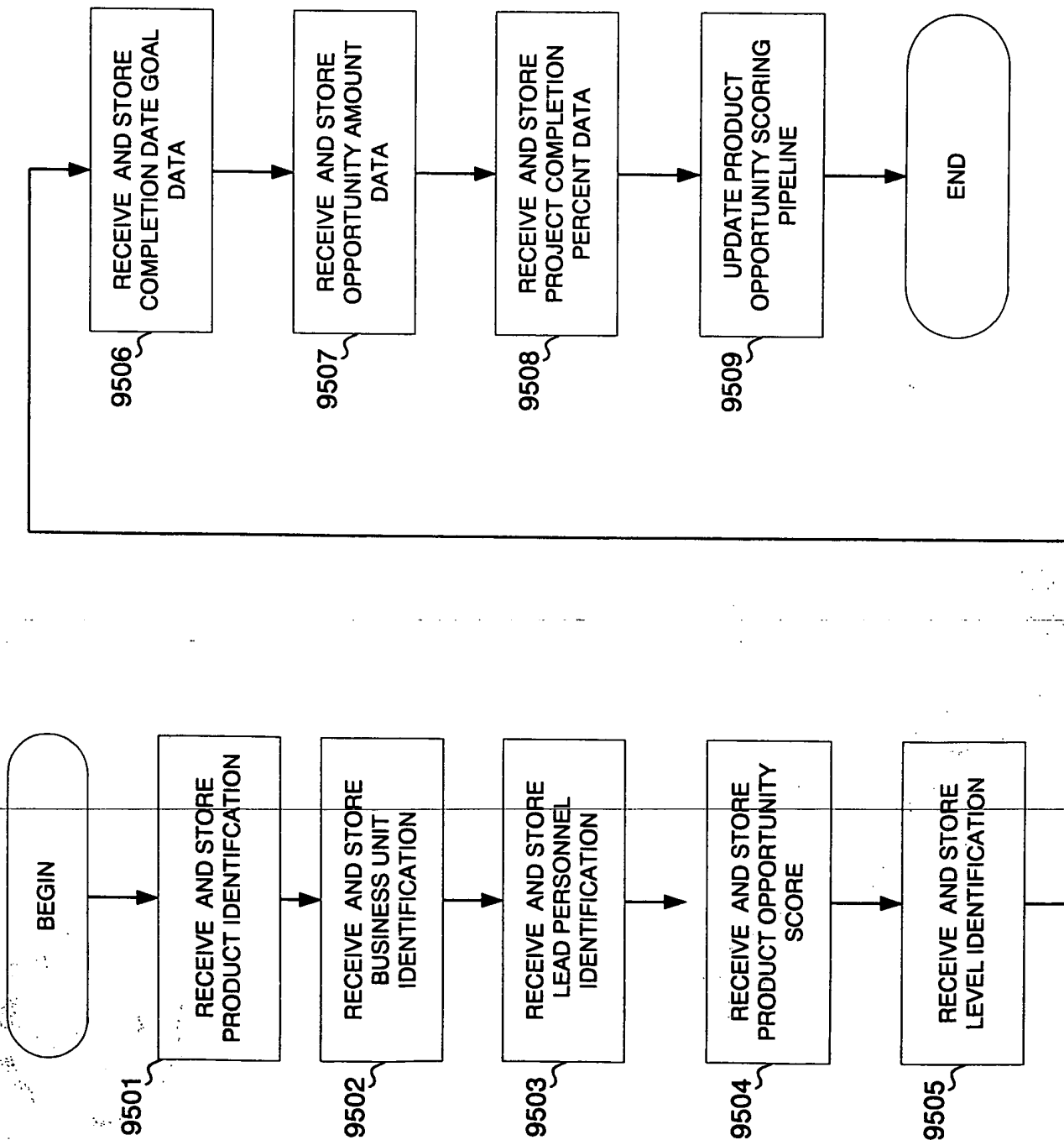


FIG. 18

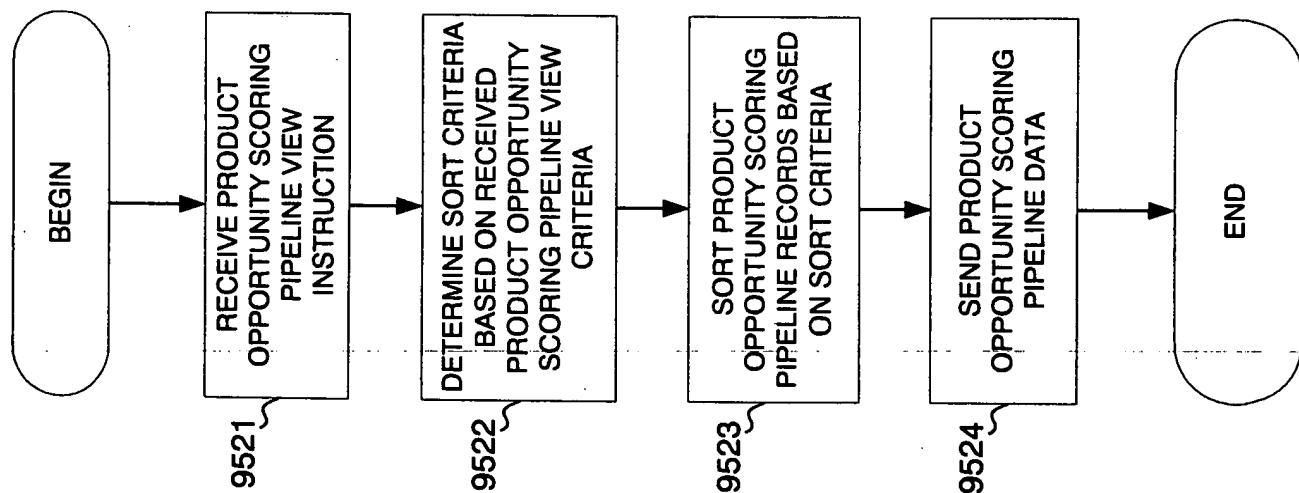


FIG. 19

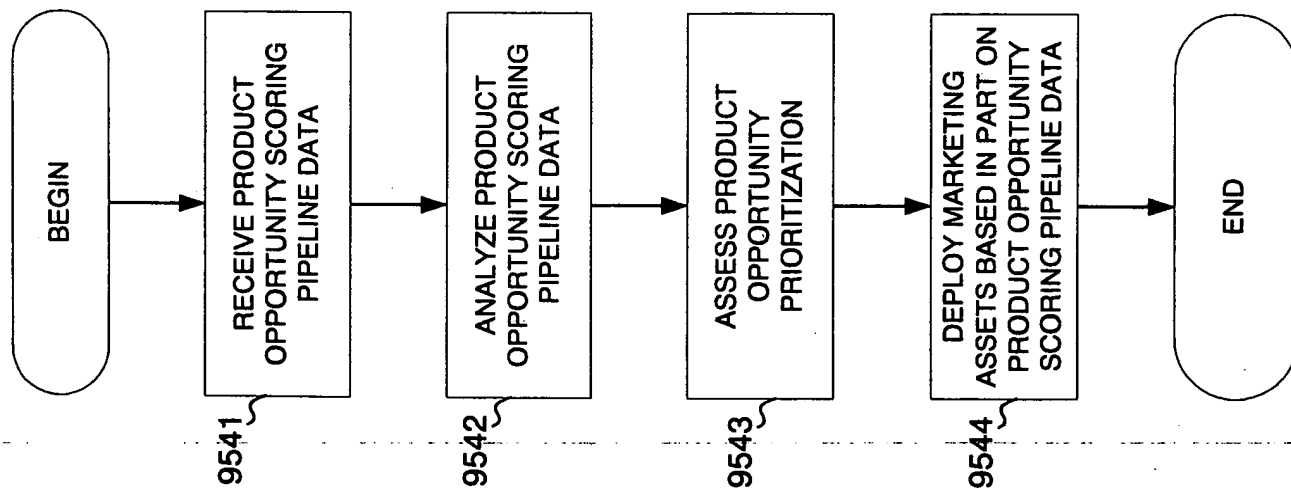


FIG. 20

Intellectual Property Development, Marketing and Maintenance Database System

IP Marketing Database - Tables

Table	Description
Companies	Table of companies
Marketing Opps	Table of IP marketing opportunities

IP Marketing Database - Companies Table

Field Name	Data Type	Description
Formal Name	Text	Mailstop

IP Marketing Database - Marketing Opps Table

Field Name	Data Type	Description
Opp #	AutoNumber	
Status	Text	
Estimated Mktg Date	Date/Time	
Product/Project Name	Text	
Product Group	Text	
Product Type	Text	
Type of IP Involved	Text	
BellSouth Entity	Text	
BellSouth Contacts	Memo	
BIPMAN Contact1	Text	
BIPMAN Contact2	Text	
BIPMAN Contact3	Text	
BIPMAN Contact4	Text	
Mktg Participant Name	Text	
Mktg Participant Address1	Text	
Mktg Participant Address2	Text	
Mktg Participant City, State,	Text	
Mktg Participant Contacts	Memo	
Mktg Participant Type	Text	
Deal Size	Text	
Estimated Deal Range	Text	
Estimated Deal Value	Text	
Priority	Text	
Description of Opportunity	Memo	
Background of Deal	Memo	
Financial Analysis	Memo	
Competitive Analysis	Memo	
Status of Deal	Memo	
Anticipated Timelines	Memo	
Pre-Trans Approval Person	Text	
Pre-Trans BellSouth Co	Text	
Title of Pre-Trans Approver	Text	
Date Pre-Trans Approved	Date/Time	
Final Bus Approval Person	Text	
Final Bus Approver's BellSouth	Text	
Title of Final Bus Approver	Text	
Date Final Bus Approved	Date/Time	
Final Legal Approval Person	Text	
Final legal Approver's BellSouth	Text	
Title of Legal Bus Approver	Text	

FIG. 21

108140-4505260

Date Legal Bus Approved	Date/Time	
Follow-Up Date	Date/Time	
Follow-Up Needed	Memo	
Patent Status	Text	
IT Platform	Memo	
Level 1 Date	Date/Time	
Level 2 Date	Date/Time	
Level 3 Date	Date/Time	
Level 4 Date	Date/Time	
Level 5 Date	Date/Time	
Sub-entity	Text	
Top25	Yes/No	
IP Marketing Database - Queries		
Queries		Description
CoAlphaSort		
Level 0 WIP Report		
Level 1 WIP Report		
Level 2 WIP Report		
Level 3 WIP Report		
Level 4 WIP Report		
Level 5 WIP Report		
Marketing Opps Query		
Most Recent New Deals		
Opportunity Summaries - Specify 1 Entity Only		
Report by Entity-Specify 1 Entity Only		
Top 25 Report		
IP Marketing Database - Forms		
Forms		Description
Marketing Opps		
IP Marketing Database - Reports		
Reports		Description
Deal Overview by Vendor		
Level 0 WIP Report		
Level 1 WIP Report		
Level 2 WIP Report		
Level 3 WIP Report		
Level 4 WIP Report		
Level 5 WIP Report		
Most Recent New Deals		
Opportunity Summaries - ALL		
Opportunity Summaries - Specify 1 Entity Only		
Report by Entity - All		
Report by Entity-Specify 1 Entity Only		
Sales Funnel by Status		
Sales Funnel Tracking by Date		
Top Deals Report		

FIG. 22

Contract Tracking Database - Tables		
Tables		Description
Agreement Types		
Companies		
Contracts Listing		
Contract Tracking Database - Agreement Types Table		
Field Name	Data Type	Description
ID	AutoNumber	
Agreement Type	Text	
Description	Memo	
Contract Tracking Database - Companies Table		
Field Name	Data Type	Description
ID	AutoNumber	
Field1	Text	Company names
Contract Tracking Database - Contracts Listing Table		
Field Name	Data Type	Description
ID	AutoNumber	
First Pary	Text	
Second Party	Text	
Third Party	Text	
Effective Date	Date/Time	
Termination or Renewal Date	Date/Time	
Termination/Renewal Terms	Memo	
Confidentiality Period?	Text	
Executed Copy on File?	Text	
Location of Original	Text	
Additional Comments	Memo	
Agreement Type	Text	
Executed Contract Image	Hyperlink	Link to scanned image of signed original agreement
Other Document Image	Hyperlink	Link to scanned image of signed original agreement
Transaction Report Image	Hyperlink	Link to scanned image of signed original agreement
Affiliate Involved	Text	
Transaction Type	Text	
Types of IP Involved	Text	
Frequency of Payment	Text	
Payment/Royalty Due Date	Date/Time	
Additional Payment Terms	Text	
Amount Due	Text	
1999 YTD Payments	Currency	
2000 YTD Payments	Currency	
2001 YTD Payments	Currency	
2002 YTD Payments	Currency	
2003 YTD Payments	Currency	
IPType 1	Text	
IPType 2	Text	
IPType 3	Text	
IPType 4	Text	
IPType 5	Text	
Project Name	Text	

FIG. 23

Contract Tracking Database - Queries		
Queries		Description
Company Alpha Order		
Unexecuted Agreements		
Contract Tracking Database - Forms		
Forms		Description
Contracts Listing		
Contract Tracking Database - Reports		
Reports		Description
Unexecuted Agreements		

FOIb0-45F05260

FIG. 24

Innovation Awards Database - Tables		
Tables		Description
Awards		
Company Addresses		
ESP Coordinators		
IP Coordinators		
Innovation Awards Database - Awards Table		
Field Name	Data Type	Description
Key #	AutoNumber	Unique Key
Award #	Text	Award ID#
LegalCaseNo	Text	Legal Dept. Case No.
Greeting	Text	Mr., Ms., Dr. etc.
FullName	Text	Recipient's Full Name
CompanyName	Text	Company Name
BusAdr1	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip
Phone#	Text	Business Phone
FAX#	Text	Business FAX
IP ID#	Text	Name of IP Coordinator
SupvGreetings	Text	Mr., Ms., Dr. etc.
SupervisorName	Text	Supervisor's Name
SupvBusAdr1	Text	Supervisor's Mailstop
SupvBusAdr2	Text	Supervisor's Street Address
SupvCity	Text	Supervisor's City
SupvState	Text	Supervisor's State
SupvZipCode	Text	Supervisor's Zip
DHGreeting	Text	Mr., Ms., Dr. etc.
DeptHead	Text	Name of Department Head
DHBusAdr1	Text	Department Head Mailstop
DHBusAdr2	Text	Department Head Street Address
DGCity	Text	Department Head City
DHState	Text	Department Head State
DHZipCode	Text	Department Head Zip
Disclosure Received by Legal	Text	Date Disclosure Received by Legal
Disclosure Received by BIPMAN	Text	Date Disclosure Received by BIPMAN
Letter & Gift Sent to Inventor	Date/Time	Date Letter & Gift Sent to Inventor
Date Application Filed	Date/Time	Date Application Filed
Date BIPMAN Notified of Filing	Date/Time	Date BIPMAN Notified by Legal
Filing Award Request sent to IPC	Date/Time	Coordinator
Filing Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Filing Award Recognized at Luncheon	Date/Time	Banquet
Date Application Issued	Date/Time	Date Application Issued
US Patent Number	Text	US Patent Number
Date BIPMAN Notified of Filing	Date/Time	Date BIPMAN Notified by Legal
Issuance Award Request sent to IPC	Date/Time	Coordinator
Iss Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Iss Award Recognized at Luncheon	Date/Time	Banquet
Date 5th Patent Issued	Date/Time	Date Application Issued
US Patent Numbers	Text	US PATENT Numbers for 5 Issued Patents

FIG. 25

09750154-041801

Date BIPMAN Notified of Inv Ach Awd	Date/Time	Date BIPMAN Notified by Legal
Inv Ach Award Request sent to IPC	Date/Time	Coordinator
Inv Ach Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Inv Ach Award Recongnized at Luncheon	Date/Time	Banquet
Date General Award Appl Rec'd	Date/Time	Date Application Filed
General Award Request sent to IPC	Date/Time	Coordinator
General Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
General Award Recognized at Luncheon	Date/Time	Banquet
Date Article Published	Date/Time	Date Application Filed
Date BIPMAN Notified of Publication	Date/Time	Date BIPMAN Notified by Legal
Rec'd Request for Release Form	Date/Time	Req. for Release Form Rec'd
Publication Award Request sent to IPC	Date/Time	Coordinator
Confirmation of Payment Red'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Publ Award Recoongized at Luncheon	Date/Time	Banquet
General Notes	Memo	Comments
Award Type	Text	Type of Award
Gift Received	Text	Gift Sent to Inventor
Disclosure Title	Memo	Title of Patent Disclosure
Application Title	Memo	Title of Patent Application
Patent Title	Memo	Title of Issued Patent
Publication Title	Memo	Title of Published Artcle
General Award Title	Memo	Reason for General Award
\$ Amount of General Award	Text	\$ Amount of Generial Award
BellSouth Employee	Text	Still with BellSouth?
DHTitle	Text	Department Head's Title
BSCC ESP Disclosure	Text	Designates if disclosure was rec'd thru BSCC ESP Program
ESP Coordinator	Text	ESP Coordinator's Name
Innovation Awards Database - Company Addresses Table		
Field Name	Data Type	Description
CompanyName	Text	Company Name
FormalName	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip
Innovation Awards Database - ESP Coordinators Table		
Field Name	Data Type	Description
ESP Coordinators	Text	
Company	Text	
Market	Text	
Department	Text	
State/Region	Text	
Phone	Text	
Fax	Text	
Street Address 1	Text	
Street Address 2	Text	
City	Text	
State	Text	
ZipCode	Number	
Mail Code	Text	

FIG. 26

FIG. 27

Innovation Awards Database - IP Coordinators Table		
Field Name	Data Type	Description
IP ID#	Text	IP Coordinator ID#
FullNameIPC	Text	Coordinator's Full Name
Title	Text	Mr., Ms., Dr., etc.
CompanyName	Text	Company Name
BusAdr1	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip
Phone#	Text	Business Phone
FAX#	Text	Business FAX
Innovation Awards Database - Queries		
Queries		Description
Awards Query		
By Date & IPC - Apps Filed		
By Date & IPC - Disclosures Filed		
By Date & IPC - Patents Granted		
By Date & IPC - Apps Filed		
Certificates for Publication Awards		
Certificates for Recipients of Filing Awards		
Certificates for Recipients of Issuance Awards		
Company Order		
DH Mailing Labels - Filing Awards		
DH Mailing Labels - Inv Ach Awards		
DH Mailing Labels - Issuance Awards		
DH Mailing Labels - Publication Awards		
DH of Recipients of Filing Awards		
DH of Recipients of Inventor Ach Awards		
DH of Recipients of Issuance Awards		
DH of Recipients of Publication Awards		
Disclosure Award Letter		
Disclosure Award Letter Query		
Disclosure Gift Check		
General Award		
Inventor Achievement Award		
Inventor Mailing Labels - Filing Awards		
Inventor Mailing Labels - Inv Ach Awards		
Inventor Mailing Labels - Issuance Awards		
Inventor Mailing Labels - Publication Awards		
Issuance Award Winner Check		
Open Filing Awards		
Open General Awards		
Open Inventor Achievement Awards		
Open Issuance Awards		
Open Publications Awards		
Patent Filing Award		
Patent Issuance Award		
Progress Report		
Publications Award		
Recipients of Filing Awards		

FIG. 27

097501E4-041B01

Recipients of Inventor Achievement Awards		
Recipients of Issuance Awards		
Recipients of Publication		
Innovation Awards Database - Forms		
Forms		Description
Awards		
Company Addresses		
ESP Coordinators		
IP Coordinators		
Innovation Awards Database - Reports		
Forms		Description
Awards		
By Date and IPC - Apps Filed		
By Date and IPC - Disclosures Filed		
By Date and IPC - Patents Granted		
Copy of Recipients of Issuance Awards - Report for Award Mfg		
DH of Recipients of Filing Awards		
DH of Recipients of Inventor Ach Awards		
DH of Recipients of Issuance Awards		
DH of Recipients of Publications Awards		
Disclosure Award letter		
General Award Form		
Inventor Achievement Award Form - 10 issued		
Inventor Achievement Award Form - 5 issued		
Open Filing Awards		
Open General Awards		
Open Inventor Achievement Awards		
Open Issuance Awards		
Open Publication Awards		
Patent Filing Award Form		
Patent Issuance Award Form		
Progress Report		
Publications Award Form		
Recipients of Filing Awards - Sort by Award #		
Recipients of Filing Awards - Sort by Inventor Name		
Recipients of Inventor Achievement Awards - Sort by Award #		
Recipients of Issuance Awards - Sort by Award #		
Recipients of Issuance Awards - Sort by Inventor Name		
Recipients of Publication Awards - Sort by Award #		
Recipients of Publication Awards - Sort by Inventor Name		
Verification Table		

FIG. 28

03750154-041801

BellSouth Intellectual Property Marketing Database			
Status of Opportunity:	L2 - Awaiting Execution Pre-Transaction		Opportunity No. 1
Date Status Changed To:	L1	L2 12/9/98	L3 L4 L5
Product/Project Name:	TechNet		Deal Size: C = LARGE
Product Group:	Network		Deal Priority: A = LOW
Product Type:	Software		Top Deals Rept? <input type="checkbox"/>
Type of IP Involved:	Proprietary Information		Est. \$\$\$ Range:
Patent Status:	Filed		Deal \$\$\$ Value:
BellSouth Entity:	BellSouth Telecommunications, Inc.		BIPMARK Lead: CB
Sub-entity Name :	Network		BIPMARK Support 1:
BellSouth Contacts:	Bill Smith		BIPMARK Support 2:
			BIPMARK Support 3:
Marketing Participant:	Andersen Consulting (to BT, SBC)		Participant Type: Remarketing
Address:			Participant Contacts:
City, State, Zip			
Estimated Availability Date:	1/ 1/99		
Description of Opp. :			
Status of Deal:			
Background of Deal:			
IT Platform:			
Financial Analysis:			
Competitive Analysis:			
Comments for Top Deals Report:			
Next Scheduled Follow-Up Date:	1/15/99		
Follow-Up Actions to be Taken:	Check on status of investigation		

FIG. 29

Deals/Potential Opportunities Prioritization of Top Deals

[illegible]

[L0=Potential Opportunity] [L1=Initial Research In Progress] [L2=Awaiting Exec. Pre-Transaction Report] [L3=Negotiations In Progress] [L4=Awaiting Exec. Agmt/Transaction Report] [L5=Contract Completed/Closed]

Tuesday, December 14, 1999

Page 1 of 6

PRIVATE/PROPRIETARY
Contains private/proprietary information. May not be used or disclosed outside the BellSouth companies except pursuant to a written agreement.

FIG. 30

FIG. 31

*BellSouth Intellectual Property Marketing Corporation
Level 1 (Initial Research in Progress) WIP Report*

Date Generated: Tuesday, December 14, 1999

<u>Product/Project Name</u>	<u>Subsidiary Name</u>	<u>Opp #</u>	<u>Patent Status</u>	<u>Company Name</u>	<u>BIP MARK</u> <u>Lead</u> <u>Support</u>	<u>Est. Value</u>	<u>Deal Size</u>	<u>Priority</u>	<u>Date Chgd</u> <u>to L1</u>
-----------------------------	------------------------	--------------	----------------------	---------------------	---	-------------------	------------------	-----------------	----------------------------------

FIG. 31

PRIVATE/PROPRIETARY
Contains private/proprietary information. May not be used or disclosed outside the
BellSouth companies except pursuant to a written agreement.

BELLSOUTH Intellectual Property Companies
Contract Tracking Database

FIG. 32

FOOTNOTES

Unexecuted Agreements

Agreement Type	First Party	Second Party
----------------	-------------	--------------

09750154-041801

Award # D99-192		Type Disclosure Award		Legal Case # 09192		Key # 868	
Inventor Information							
Title Mr.		Name 		Phone No 			
BellSouth Co.				FAX No 			
Suite 				Still BellSouth employee? 			
Address 				IP Coordinator ID# 			
City 		State 		Zip 			
Inventor's Supervisor				Inventor's Department Head			
Title 		Name 		Title 		Name 	
Suite 				Suite 			
Address 				Address 			
City 		State 		City 		State 	
Zip 				Zip 			
Disclosure Award				Filing Award			
Title Sales Information Storage/Tracking/Notification				Title 			
11/11/99		Disclosure Received by Legal				Date Application Filed	
11/11/99		Disclosure Received by BIPMAN				Date BIPMAN Notified of Filing	
11/16/99		Letter and Gift Sent to Inventor				Filing Award Request Sent to IPC	
Gift Sent		Wooden Pen				Filing Award Payment Conf. Rec'd	
BSCC-ESP Program		No				Filing Award Recognized at Banquet	
		Coord. Name 					
Issuance Award				Publication Award			
US Patent Number 		Title 		Title 		Public Name 	
		Date Patent Issued				Date Article Published	
		Date BIPMAN Notified of Issuance				Date BIPMAN Notified of Publication	
		Issuance Award Request Sent to IPC				Rec'd Request for Release Form	
		Issuance Award Payment Conf. Rec'd				Publication Award Request Sent to IPC	
		Iss. Award Recognized at Banquet				Confirmation of Payment Rec'd	
						Publ. Award Recognized at Banquet	
Inventor Achievement Award				General Award			
Patent No. 		Title 		Title 		Amount of General Award 	
		Date Last Patent Issued				Date General Award Appl. Rec'd	
		Date BIPMAN Notified of Inv. Ach. Award				General Award Request Sent to IPC	
		Inv. Ach. Award Request Sent to IPC				General Award Payment Conf. Rec'd	
		Inv. Ach. Award Payment Conf. Rec'd				Gen. Award Recognized at Banquet	
		Inv. Ach. Award Recognized at Banquet					
General Notes 							

FIG. 34

09750154-041001

Microsoft Access

File Edit View Insert Format Records Tools Window Help

Company Addresses

Company Name	BotSouth Entertainment
Formal Name	BotSouth Entertainment, Inc.
Street Address	1100 Abernathy Road
City	Atlanta
State	GA
Zip Code	30328

Records: 1 of 1

Award: Data

Company Name

FIG. 35

ESP-04-01-03-04-05-06-07-08-09-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100













ESP COORDINATORS		  	
ESP COORDINATOR	JANE DOE		
COMPANY	A - ALL		
MARKET	ALL STATES		
STATE / REGION	ALL STATES / REGS		
PHONE	(404) 555-1212		
FAX	(404) 555-1313		
STREET ADDRESS 1	100 PEACHTREE STREET		
STREET ADDRESS 2	SUITE 4005		
CITY	ATLANTA		
STATE	GA		
ZIP	30309		
MAIL CODE	MC01		
RECORD	   	1     	of 54

FIG. 36

6

Microsoft Access

File Edit View Insert Format Records Tools Window Help

IP ID: 1 Full Name: Amy Shawwood Title: Ms. Company Name: SGS - BolSouth Business Systems, Inc. Mailstop: 7801 Street Address: 1155 Peachtree Street, N.E. City: Atlanta State: GA Zip Code: 30309 Phone: (404) 249-2738 FAX: (404) 249-2865

Records: 1 of 1

FIG. 37

POLYMER LETTERS

Contains Private and/or Proprietary Information. May not be used or disclosed outside the BellSouth Companies except pursuant to a written agreement. Must be stored in locked files when not in use.

FIG. 38

MEMORANDUM

To: John E. Lewis
From: Marcus Delgado
Date: December 8, 1999
RE: Notification of Patent Application Filing for
Title:
BellSouth No.:
Filing Date:

The above-referenced patent application was filed in the U.S. Patent and Trademark Office ("PTO") on the filing date shown above. We expect the official filing receipt, including the assigned serial number for this application, within the next several weeks.

We will keep you advised of further progress as the application proceeds through the PTO.

cc: Donna Post

PRIVATE/PROPRIETARY/LOCK

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09750154-041801

Patents Granted 9/1/99 Through 11/30/99

<u>Award</u>	<u>Legal No.</u>	<u>Inventor Name</u>	<u>Company Name</u>	<u>Patent Title</u>	<u>US Patent No.</u>	<u>Date Issued</u>
A99-067	98013	JoAnn Blount (retired)	BSCC - BellSouth Cellular Corp.	Method and System for Automatically Connecting Telephone Calls to Multiple Devices Having Different Directory Numbers (as amended)	5,963,864	10/ 5/99

FIG. 40

Intellectual Property Management Database System

Marketing Table

Field Name		Data Type		Description		Relates (KEY)		Location of Data		Editable		Security		Comments	
Project Number	Number	Character		Unique number to keep track of each project		PK		System generated		Non-Editable					
Project Name	Character			Name of the project				Free Form Entry		Editable					
Status of Project	Character			Status of the project				Lookup Table		Editable					
Status Date	Date			Anticipated dates for different status levels				Can be system generated and/or free form.		Editable				A version can update when changing status levels.	
Customer				Pulls additional information into database, Name, Contact, Phone - from People/Address table				Lookup Table		Editable					
				Customer Name											
				Contact											
				Phone											
				Party to final contract?											
Remarketing Partner				Pulls additional information into database, Name, Contact, Phone, party to final contract - from People/Address table				Lookup Table		Editable					
				Company Name											
				Contact											
				Phone											
				Party to final contract?											
IP Group Personnel				Pulls additional information into database, Name, Role, party to final contract - from People/Address table				Lookup Table		Editable					
				Name											
				Role											
Products	Character			Pointer back to product table				Lookup Table		Editable					
				Product Name											
Deal Size	Character			Drop Down Estimate, small, medium and large				Lookup Table		Editable					
Deal Value	Number			Actual deal value entered after the deal is closed				Free Form		Editable					
Deal Priority	Character			low, medium, high				Lookup Table		Editable					
Include in Top Deals Report	Y/N (or CHAR)			Check box designating as important deal				Free Form		Editable					
Description of Project	Character			Next Scheduled Followup Date				Freeform		Editable					
Followup Date	DATE			Follow-up Actions to be Taken				Freeform		Editable					
Followup Actions	Character			Responsible Party for Follow-up - Looks at People/Address Table - Potentially allow multiple values				Lookup Table		Editable					
Responsible Party	Character														

FIG. 41

Files	Character	pointer back to files and file comments	Freeform	Editable	
		File			
		Comments			
Associated Contract		Pointer that pulls information from contract table - including name	Lookup Table	Editable	
		Name			
		Agreement Type			

Contract Tracking Table

Field Name		Data Type		Description	Relates (KEY)		Location Data	Editable	Security	Comments
Agreement Number	Number				KEY		System Generated	Non-Editable		
Agreement Name	Character						Freeform	Editable		
Agreement Type	Character						Lookup Table	Editable		
Project Number	Number			Key field for linking to marketing opportunities	Potentially a Foreign Key		Potentially a Foreign Key	Non-Editable		
Parties	Character			Lookup to People/Address table			Lookup Table	Editable		Should be able to add to the list
				Company Name						
				Type						
				Contact						
Effective Date	DATE						Freeform	Editable		
Termination/Renewal Date	DATE						Freeform	Editable		
Termination/Renewal Terms	Character						Freeform	Editable		
List IP	Character			List of IP Involved; pop-up box to add IP pointers, IP Type, Name, Ref #	Potentially a Foreign Key		Potentially a Foreign Key	Non-Editable		User can modify which IP is licensed
				IP Type						
				Name						
				Ref. #						
Exclusivity	Character			values: exclusive, non-exclusive			Lookup Table	Editable		
Form of Agreement	Character			values: Distribution License, Straight Use License, Strategic Agreement			Lookup Table	Editable		
Description	Character						Freeform	Editable		
Type of Revenue	Character			values: cash, savings, cash & savings			Lookup Table	Editable		
Unique T&C	Character						Freeform	Editable		
Frequency of Payment	Character						Lookup Table	Editable		
Reason for Termination	Character						Freeform	Editable		
Type of License	Character			Do we still want this? ... not on screen shots			Lookup Table	Editable		
Confidentiality Period	DATE						Freeform	Editable		This can be a range or a final date.

FIG. 42

File	Character	Pointer to attached files and comments	Freeform	Editable
		File Name		
		Comments		
Product	Character			
BellSouth Business Unit	Character	Pointer to BellSouth Business Unit and Royalty Percentage	Lookup Table	Editable
		BellSouth Business Unit		
		Royalty Percentage		
Notice Date	Date			
Customers Party to Contract	Character			
Parties to Contract	Character			
Underlying Ip of Product	Character			
Action	Character	Button (field) that points to information in the action table	Lookup Table	
		Expected Due Date		
		Actual Date		
		Action Type (Lookup)		
		Expected Amount		
		Actual Amount		
		Expected Action		
		Actual Action		
		Internal Contact		
		External Contact		
		Comments		
Comments	Character		Freeform	

IP TABLE (Trade Secrets or Copyrights)

Field Name		Data Type		Description	Relates (KEY)		Location Data	Editable	Security	Comments
IP #		Number		System Generated		Primary Key	Primary Key	Non-Editable		
IP Type		Character		TS or Copyright or Both			Lookup Table	Editable		
IP Name		Character					Freeform	Editable		
BellSouth Sub-entity		Character					Freeform	Editable		
BellSouth Business Unit		Character					Lookup Table	Editable		Could also be freeform
IP Description		Character		Freeform comments			Freeform	Editable		
Associated Files Attached		Character		Pointer to electronic file and comments			Freeform	Editable		
				File Name						
				Comments						
Copyright Filed?		Character		Build Lookup N/A, Yes or No.			Lookup Table	Editable		

FIG. 43

Product Table

Field Name	Data Type	Description	Relates (KEY)				Security	Comments
			Primary Key	Freeform	Location Data	Editable		
Product Description	Character	Product Description						
Product Number	Number	System Generated						
BellSouth Sub-entity	Character				Primary Key	Non-editable		System Generated
					Freeform	Lookup Table		
BellSouth Business Unit	Character	Allow multiple values			Lookup Table	Editable		Could also be freeform
BellSouth Contacts	Character	Pointer to People/Address Table, Name, Phone and Position (e.g., role)			Freeform	Editable		
		Name						
		Phone #						
		Position						
List of Patents	Character	Pointer to CPI Patent Database Records			CPI System	Editable		
		Status						
		Docket #						
		Country						
		App. #						
		Filing Date						
		Patent #						
		Issue Date						
		Inventor						
		Title						
		Comments - Not sure if in CPI						
List of TM	Character	Pointer to CPI TM Database Records			CPI System	Editable		
		Status						
		Mark						
		Country						
		App. #						
		Docket #						
		Filing Date						
		Reg. #						
		Reg. Date						
		Renewal Date						
		Comments - Not sure if in CPI						
List of Trade Secrets & Copyrights	Character	Pointer to IP Table			Lookup Table	Editable		
		Name						
		Description						
		BellSouth Sub-entity						
		BellSouth Business Unit						
		IP #						

FIG. 44

People/Address Table							
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments
Org							
Name							
Phone							
Address							
Comments							
Position							
Roles Lookup Values							
Contact							
Research							
Other							
Contact Lookup Values							
IP Group Personnel							
End Users/Customers							
BellSouth Business Unit							
Status Lookup Values							
Conduct Initial Research		Used in Marketing Module					
Conduct Market Research and Analysis							
Develop marketing plan & package							
Sell product							
Negotiate contract							
Complete & approve transaction report							
Execute contract							
Set up maintenance plan							
Close out project							
Used in IP Inventory Module, Product Inventory							
BellSouth Business Units Lookup Values							
BASC (Affiliate Service Corp.)		Module					
BBI (Billing Inc.)							
BBS (Business Systems)							
BPC (Public Communications)							
BSC (Corporate)							
BSCC (Cellular)							
BSE (Entertainment)							
BSI (International)							
BSNET (.Net)							
BST (Telecommunications)							

FIG. 46

ACTION TABLE						
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security
Action Due Date	Date			Freeform		
Action Type	Character			Freeform		
Expected Amount	Number			Freeform		
Expected Action	Character			Freeform		
BellSouth Sub-entity	Character			Freeform		This can be business unit.
Royalty Expected Due Date	Date			Freeform		
Royalty Actual Date	Date			Freeform		
Royalty Action Type	Character			Lookup Table		
Royalty Expected Amount	Number			Freeform		
Royalty Actual Amount	Number			Freeform		
Royalty Expected Action	Character			Freeform		
Royalty Actual Action	Character			Freeform		
Royalty Internal Contact	Character			Freeform		
Royalty External Contact	Character			Lookup Table		
Royalty Comments	Character			Lookup Table		
Start Date	Date			Freeform		
End Date	Date			Freeform		
Period	Character			Freeform		
				Lookup		

FIG. 48

Contacts TABLE						
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security
Company Name				Freeform		
BellSouth Sub-entity				Freeform		
Type		IP Group, Remarketing, Customer, Alliance, Bellsouth Internal				
Events		Pointer to Events table		Freeform		
		Date				
		Comments				
		Attached Files				
Contacts						
		Name				
		Title				
		Country				
		Address1				
		Address2				
		City				
		State				
		Zip				
		Phone				
Individual Contact Events		Pointer to Individual Contact Events Table				
		Date				
		Comments				
		Attached Files				

FIG. 49

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM



>>> connect >>

>> and create something

IP Inventory Module

Product Inventory Module

Marketing Module

Contracts Module

Searching/Reporting Module

Contacts Module

FIG. 50

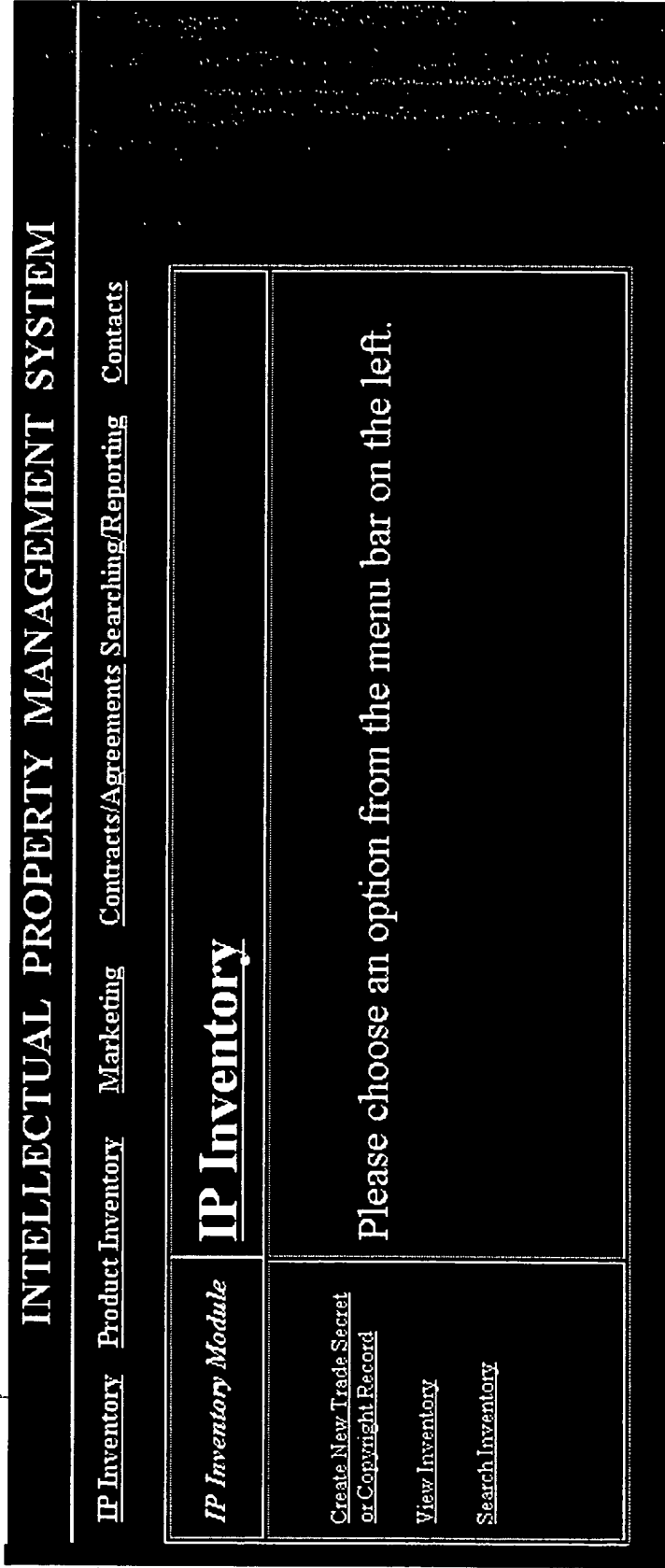


FIG. 51

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

Create/Edit Trade Secret/Copyright

Copyright Filed

IP Name

IP Type

BellSouth Business Unit

BellSouth Sub-entirety

IP Description

Associated Files Attached

File to Attach

[illegible]

Submit Cancel

FIG. 52

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing](#)
[Contracts/Agreements](#)
[Searching/Reporting](#)
[Contacts](#)

<p><i>IP Inventory Module</i></p> <p> Create New Trade Secret or Copyright Record View Inventory Search Inventory </p>	<p><u>View Inventory</u></p> <p><u>Patents</u></p> <p>Sort By <input type="text" value="N/A"/></p> <p><u>Trademarks</u></p> <p>Sort By <input type="text" value="N/A"/></p> <p><u>Trade Secret & Copyrights</u></p> <p>Sort By <input type="text" value="N/A"/></p> <p> <input type="button" value="Submit"/> <input type="button" value="Cancel"/> </p>
--	---

FIG. 53

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

IP Inventory Module

[Create New Trade Secret or Copyright Record](#)

[View Inventory](#)

[Search Inventory](#)

View Inventory

Patents

Sort By

Trademarks

Patent #

Issue Date

Status

Default

Status

Docket #

Country

App #

Filing Date

Name

FIG. 54

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

IP Inventory Module

- [Create New Trade Secret or Copyright Record](#)
- [View Inventory](#)
- [Search Inventory](#)

View Inventory

Patents

Sort By

Trademarks

Sort By

Trade

Trademark Name
TM #
Registration Date
Status
Default

FIG. 55

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM											
IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts											
IP Inventory Module	<h2><u>View Inventory</u></h2>										
Create New Trade Secret or Copyright Record	<h3><u>Patents</u></h3>										
View Inventory	Sort By: <input type="text" value="N/A"/>										
Search Inventory	<h3><u>Trademarks</u></h3>										
	Sort By: <input type="text" value="N/A"/>										
	<h3><u>Trade Secret & Copyrights</u></h3>										
	Sort By: <input type="text" value="N/A"/>										
	<input type="button" value="Submit"/> <table border="1"> <tr> <td>Name</td> <td>BellSouth Entity</td> </tr> <tr> <td>Business Unit</td> <td>Business Unit</td> </tr> <tr> <td>IP #</td> <td></td> </tr> <tr> <td>Description</td> <td></td> </tr> <tr> <td>Default</td> <td></td> </tr> </table>	Name	BellSouth Entity	Business Unit	Business Unit	IP #		Description		Default	
Name	BellSouth Entity										
Business Unit	Business Unit										
IP #											
Description											
Default											

FIG. 56

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing](#)
[Contracts/Agreements](#)
[Searching/Reporting](#)
[Contacts](#)

IP Inventory Module

[Create New Trade Secret or Copyright Record](#)
[View Inventory](#)
[Search Inventory](#)

View Inventory

Patents

<u>Status</u>	<u>Docket #</u>	<u>Country</u>	<u>App. #</u>	<u>Filing Date</u>	<u>Patent #</u>	<u>Issue Date</u>	<u>Inventor</u>	<u>Title</u>	<u>Comments</u>
Data	Data	Data	Data	Data	Data	Data	Data	Data	Data

Trademarks

<u>Status</u>	<u>Mark</u>	<u>Country</u>	<u>Docket #</u>	<u>App. #</u>	<u>Filing Date</u>	<u>Reg. #</u>	<u>Reg. Date</u>	<u>Renewal Date</u>	<u>Comments</u>
Data	Data	Data	Data	Data	Data	Data	Data	Data	Data

Trade Secrets & Copyrights

<u>Name</u>	<u>Description</u>	<u>BellSouth Entity</u>	<u>Business Unit</u>	<u>IP#</u>
Data	Data	Data	Data	Data

FIG. 57

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

<i>IP Inventory Module</i>	<u>Search Inventory</u>
Create New Trade Secret or Copyright Record View Inventory Search Inventory	<u>Patents - CPI System</u> <u>Trademarks - CPI System</u> <u>Trade Secrets & Copyrights</u>

FIG. 58

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

IP Inventory Module

Create New Trade Secret or Copyright Record

View Inventory

Search Inventory

Search Patents

Status		Filing Date	
Docket #		Patent #	
Country		Issue Date	
App. #		Title	
Inventor		Comments	

Search All Fields

Search

Cancel

FIG. 59

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

IP Inventory Module

[Create New Trade Secret or Copyright Record](#)

[View Inventory](#)

[Search Inventory](#)

Search Patents Results

<u>Status</u>	<u>Docket #</u>	<u>Country</u>	<u>App. #</u>	<u>Filing Date</u>	<u>Patent #</u>	<u>Issue Date</u>	<u>Inventor</u>	<u>Title</u>	<u>Comments</u>
Data	Data	Data	Data	Data	Data	Data	Data	Data	Data

FIG. 60

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

IP Inventory Module

[Create New Trade Secret or Copyright Record](#)

[View Inventory](#)

[Search Inventory](#)

Search Trademarks

Status		Filing Date	
Mark		Reg. #	
Country		Reg. Date	
Docket #		Renewal Date	
App. #		Comments	

Search All Fields

Search

Cancel

FIG. 61

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

<i>IP Inventory Module</i>		<u>Search Trademark Results</u>																											
Create New Trade Secret or Copyright Record View Inventory Search Inventory		<table border="1"> <thead> <tr> <th>Status</th> <th>Mark</th> <th>Country</th> <th>Docket #</th> <th>App.#</th> <th>Filing Date</th> <th>Reg. #</th> <th>Reg. Date</th> <th>Renewal Date</th> <th>Comments</th> </tr> </thead> <tbody> <tr> <td>Data</td> <td>Data</td> <td>Data</td> <td>Data</td> <td>Data</td> <td>Data</td> <td>Data</td> <td>Data</td> <td>Data</td> <td>Data</td> </tr> </tbody> </table>								Status	Mark	Country	Docket #	App.#	Filing Date	Reg. #	Reg. Date	Renewal Date	Comments	Data	Data	Data	Data	Data	Data	Data	Data	Data	Data
Status	Mark	Country	Docket #	App.#	Filing Date	Reg. #	Reg. Date	Renewal Date	Comments																				
Data	Data	Data	Data	Data	Data	Data	Data	Data	Data																				

FIG. 62

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

IP Inventory Module

Create New Trade Secret or Copyright Record

View Inventory

Search Inventory

Search Trade Secret/Copyright Issue

IP# Copyright Filed ☐ N/A ☒

IP Name

IP Type N/A ☒

BellSouth Business Unit

BellSouth Sub-entity

IP Description

Full Text File Search

Search

Cancel

FIG. 63

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

<u>IP Inventory Module</u>	<u>Search Results</u>
<u>Create New Trade Secret or Copyright Record</u> <u>View Inventory</u> <u>Search Inventory</u>	Trade Secrets & Copyrights <div> <u>Name</u> <u>Data</u> </div> <div> <u>Type</u> <u>Data</u> </div> <div> <u>IP #</u> <u>Data</u> </div> <div> <u>BellSouth Business Unit</u> <u>Data</u> </div> <div> <u>BellSouth Sub-entity</u> <u>Data</u> </div>

FIG. 64

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Product Inventory

Please choose an option from the menu bar on the left.

Create New
Product

View Products

Search For
Product

View/Edit
Contacts

FIG. 65

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

Product
Inventory
Module

Create/Edit Product

Create New
Product

View Products

Search For
Product

View/Edit
Contacts

Product Name

Product Number 1234343

BellSouth Business Unit

BellSouth Sub-entity

Product Description

Date Available for Sale

Technical Requirements

BellSouth Contacts

FIG. 66

BellSouth Contacts

<u>Name</u>	<u>Phone #</u>	<u>Position</u>
<u>Add Contact</u>		
<u>Remove Contact</u>		

List of IP

Patents

<u>Status</u>	<u>Docket #</u>	<u>Country</u>	<u>App #</u>	<u>Filing Date</u>	<u>Patent #</u>	<u>Issue Date</u>	<u>Inventor</u>	<u>Title</u>	<u>Comments</u>

Add Patents

Remove Patents

Trademarks

<u>Status</u>	<u>Mark</u>	<u>Country</u>	<u>Docket#</u>	<u>App#</u>	<u>Filing Date</u>	<u>Reg. #</u>	<u>Reg. Date</u>	<u>Renewal Date</u>	<u>Comments</u>

Add Trademarks

Remove Trademarks

Trade Secrets & Copyrights

FIG. 67

Trade Secrets & Copyrights

Name	Description	BellSouth Sub-Entity	Business Unit	IP#

Add TS or Copyright

Remove TS or Copyright

Create TS/Copyright

Associated Files Attached

File to Attach

Browse...

Remove File

File Name	Comments

Submit

Cancel

FIG. 68

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

<div> <div>IP</div> <div>Product</div> <div>Inventory</div> <div>Inventory</div> </div> <div> <div>Marketing Contracts/Agreements</div> <div>Searching/Reporting</div> <div>Contacts</div> </div>	
<div>Product</div> <div>Inventory</div> <div>Module</div>	<div>View Products</div> <div>View All Products</div> <div>View All Products Sorted By BellSouth Business Unit</div> <div>View All Products for Specific BellSouth Business Unit</div> <div>Advanced View</div>
<div>Create New Product</div> <div>View Products</div> <div>Search For Product</div> <div>View/Edit Contacts</div>	

FIG. 69

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<p><u>Product</u> <u>Inventory</u> <u>Module</u></p>	<p><u>View All Products</u></p>		
<p><u>Create New</u> <u>Product</u></p> <p><u>View Products</u></p> <p><u>Search For</u> <u>Product</u></p> <p><u>View/Edit</u> <u>Contacts</u></p>	<p><u>Name</u> Data</p>	<p><u>BellSouth Business Unit</u> Data</p>	<p><u>Description</u> Data</p>

FIG. 70

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)
[Inventory](#) [Inventory](#)

View All Products by BellSouth Business Unit

[Product](#)
[Inventory](#)
[Module](#)

[Create New](#)
[Product](#)

[View Products](#)

[Search For](#)
[Product](#)

[View/Edit](#)
[Contacts](#)

BellSouth Business Unit	Name	Description
Data	Data	Data

FIG. 71

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#)
[Inventory](#) [Inventory](#) [Marketing Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

View All Products By Specific BellSouth Business Unit

[Create New Product](#)

[View Products](#)

[Search For Product](#)

[View/Edit Contacts](#)

BellSouth Business Unit:

Submit

.
 BASC
 BBI
 BBS
 BPC
 BSC
 BSCC
 BSE
 BSI
 BSNET
 BST

FIG. 72

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)
[Inventory](#) [Inventory](#)

View All Products By Specific BellSouth Entity

<u>BellSouth Entity</u>	<u>Name</u>	<u>Description</u>
Data	Data	Data

Product
Inventory
Module

Create New
Product

View Products

Search For
Product

View/Edit
Contacts

FIG. 73

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

View Products Advanced View

Product
Inventory
Module

Create New
Product

View Products

Search For
Product

View/Edit
Contacts

1.) Sort By:

N/A

2.) Sort By:

N/A

3.) Sort By:

N/A

Submit

Cancel

FIG. 74

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

View Products Advanced View

Product
Inventory
Module

Create New
Product

View Products

Search For
Product

View/Edit
Contacts

1.) Sort By:

N/A

2.) Sort By:

N/A

3.) Sort By:

N/A

N/A

Submit

BellSouth Entity

Name

Description

FIG. 75

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

View Products Advanced View

Product
Inventory
Module

Create New
Product

View Products

Search For
Product

View/Edit
Contacts

1.) Sort By:

2.) Sort By:

3.) Sort By:

FIG. 76

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

View Products Advanced View

Name	BellSouth Entity	Description
Data	Data	Data

Create New
Product

View Products

Search For
Product

View/Edit
Contacts

FIG. 77

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Product
Inventory
Module

Search Products

Create New
Product

View
Products

Search For
Product

View/Edit
Contacts

Product Number

Product Name

BellSouth Business Unit

BellSouth Sub-entity

Product Description

Date Available for Sale

Technical Requirements

BellSouth Contacts

FIG. 78

BellSouth Contacts

<u>Name</u>	<u>Phone #</u>	<u>Position</u>
<u>Add Contact</u>		
<u>Remove Contact</u>		

List of IP

Patents

<u>Status</u>	<u>Docket#</u>	<u>Country</u>	<u>App #</u>	<u>Filing Date</u>	<u>Patent #</u>	<u>Issue Date</u>	<u>Inventor</u>	<u>Title</u>	<u>Comments</u>
<u>Add Patents</u>									
<u>Remove Patents</u>									

Trademarks

<u>Status</u>	<u>Mark</u>	<u>Country</u>	<u>Docket#</u>	<u>App#</u>	<u>Filing Date</u>	<u>Reg #</u>	<u>Reg Date</u>	<u>Renewal Date</u>	<u>Comments</u>
<u>Add Trademarks</u>									
<u>Remove Trademarks</u>									

Trade Secrets & Copyrights

FIG. 79

Trade Secrets & Copyrights			
Name	Description	BellSouth Sub-entity	Business Unit IP#
Add Trade Secrets or Copyrights		Remove Trade Secrets or Copyrights	
Associated Files Attached			
File Name		Comments	
Full Text File Search			
Search		Cancel	

FIG. 80

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

<u>Product Inventory Module</u>	<u>Product Search Results</u>
<u>Create New Product</u> <u>View Products</u> <u>Search For Product</u> <u>View/Edit Contacts</u>	<u>Product Name</u> <u>Data1</u> <u>Any Criteria Used in Search</u> <u>Data2</u>

FIG. 81

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements](#)
[Searching/Reporting](#)
[Contacts](#)

View Product

Product Number 12323 Product Name Product
 BellSouth Sub-entity Entity BellSouth Business Unit Main Unit
 Product Description
 Date Available for Sale 2/14/2000
 Technical Requirements

BellSouth Contacts

Name	Phone #	Position
Howard Johnson	1-800-555-1212	Director

List of IP

FIG. 82

List of IP

Patents

Status	Docket#	Country	App.#	Filing Date	Patent #	Issue Date	Inventor	Title	Comments

Trademarks

Status	Mark	Country	Docket#	App#	Filing Date	Reg.#	Reg. Date	Renewal Date	Comments

Trade Secrets & Copyrights

Name	Description	BellSouth Sub-entity	Business Unit	IP#

Associated Files Attached

File Name	Comments

Edit

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)
[Inventory](#) [Inventory](#)

Marketing

[Create New Project](#)

[View/Edit Project](#)

[Search/Report Projects](#)

[View/Edit Contacts](#)

Please choose an option from the menu bar on the left.

FIG. 84

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<p><u>Marketing Module</u></p> <p><u>Create New Project</u></p> <p><u>View/Edit Project</u></p> <p><u>Search/Report Projects</u></p> <p><u>View/Edit Contacts</u></p>	<p><u>Create New Project</u></p> <p>Project Name <input type="text"/></p> <p>Project # 121232</p> <p>Status <input type="text"/></p> <p>Status Date <input type="text"/></p> <p>Deal Value <input type="text"/></p> <p>Deal Size <input type="text"/></p> <p>Include in Top Deals Report <input type="checkbox"/></p> <p>Deal Priority <input type="text"/></p> <p>Description of Project <input type="text"/></p> <p>Follow-up Date <input type="text"/></p> <p>Follow-up Actions <input type="text"/></p> <p>Responsible Party <input type="text"/></p> <p>Products <input type="text"/></p>
---	--

FIG. 85

Products	
<u>Product Name</u>	
<u>Add Product</u>	<u>Remove Product</u>
<u>Customer</u>	
<u>Customer Name</u>	<u>Contact</u>
	<u>Phone</u>
	<u>Party to Final Contract</u>
<u>Add Customers</u>	<u>Remove Customers</u>
<u>Remarketing Partners</u>	
<u>Company Name</u>	<u>Contact</u>
	<u>Phone</u>
	<u>Party to Final Contract</u>
<u>Add Partner</u>	<u>Remove Partner</u>
<u>IP Group Personnel</u>	

FIG. 86

IP Group Personnel

<u>Name</u>	<u>Role</u>
Add IP Personnel	Remove IP Personnel

Associated Files Attached

File to Attach

Browse...

Remove File

<u>File Name</u>	<u>Comments</u>

Contract Records

<u>Contract Name</u>	<u>Agreement Type</u>

Create Contract Record

Add Associated Contract Record

Remove Associated Contract Record

Submit

Cancel

FIG. 87

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)
[Inventory](#) [Inventory](#)

<u>Marketing Module</u>	<u>View Projects</u>
Create New Project View/Edit Project Search/Report Projects View/Edit Contacts	<p><u>Default Search</u></p> <p><u>Custom Sort</u></p> <p>1.) Sort By: <input type="text" value="N/A"/></p> <p>2.) Sort By: <input type="text" value="N/A"/></p> <p>3.) Sort By: <input type="text" value="N/A"/></p> <p> <input type="button" value="Submit"/> <input type="button" value="Cancel"/> </p>

FIG. 88

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>View Project-Results</u>	
<u>Marketing Module</u>	
Create <u>New Project</u>	
<u>View/Edit Project</u>	
<u>Search/Report Projects</u>	
<u>View/Edit Contacts</u>	
	<div> <u>Project Name</u> <u>Data1</u> </div> <div> <u>Customer</u> <u>Data2</u> </div> <div> <u>Product</u> <u>Data3</u> </div> <div> <u>Status</u> <u>Data4</u> </div> <div> <u>Deal Priority</u> <u>Data5</u> </div> <div> <u>Deal Value</u> <u>Data6</u> </div>

FIG. 89

157-157

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Marketing Module	<u>View Project</u>	
<u>Create New Project</u>	Project Name Name	Project # 12334
<u>View/Edit Projects</u>	Status Conduct Initial Research	Status Date 2/2/2000
<u>Search/Report Projects</u>	Deal Value \$1.2 Billion	Deal Size Small
<u>View/Edit Contacts</u>	Include in Top Deals Report <input type="checkbox"/>	Deal Priority Low
	Description of Project	<div></div>
	Follow-up Date 2/2/2000	Follow-up Actions Action
	Responsible Party Mike Stevens	
	<u>Products</u>	
	<div>Product Name</div>	<div></div>
	<div>Product</div>	<div></div>
	<u>Customer</u>	

FIG. 90

<u>Customer</u>			
<u>Customer Name</u>	<u>Contact</u>	<u>Phone</u>	<u>Party to Final Contract</u> <input type="checkbox"/>
IBM	John Jim	212-555-1212	
<u>Remarketing Partners</u>			
<u>Company Name</u>	<u>Contact</u>	<u>Phone</u>	<u>Party to Final Contract</u> <input type="checkbox"/>
IBM	Bob Smith	212-555-1212	
<u>IP Group Personnel</u>			
<u>Name</u>	<u>Role</u>		
<u>Associated Files Attached</u>			
<u>File Name</u>	<u>Comments</u>		
<u>Contract Records</u>			
<u>Contract Name</u>	<u>Agreement Type</u>		
<u>Edit</u>			

FIG. 91

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements](#)
[Searching/Reporting Contacts](#)

<p>Marketing Module</p> <p> Create New Project View/Edit Project Search/Report Projects View/Edit Contacts </p>	<p><u>View Projects</u></p> <p><u>Default Search</u></p> <p><u>Custom Sort</u></p> <p>1.) Sort By: <input type="text" value="Customer Company Name"/></p> <p>2.) Sort By: <input type="text" value="Product Name"/></p> <p>3.) Sort By: <input type="text" value="Customer Company Name"/></p> <p>N/A</p> <p> <input type="button" value="Submit"/> </p>
---	---

FIG. 92

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)
[Inventory](#) [Inventory](#)

<u>View Projects-Results</u>	
Marketing Module Create New Project View/Edit Project Search/Report Projects View/Edit Contacts	<div> <div>Criteria 1</div> <div>Data1</div> </div> <div> <div>Criteria 2</div> <div>Data2</div> </div> <div> <div>Criteria 3</div> <div>Data3</div> </div> <div> <div>Project #</div> <div>Data4</div> </div> <div> <div>Customer</div> <div>Data5</div> </div> <div> <div>Product</div> <div>Data6</div> </div>

FIG. 93

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Marketing Module</u>	<u>Edit Project</u>
<u>Create New Project</u>	Project Name <input type="text"/> Project # <input type="text"/>
<u>View/Edit Project</u>	Status <input type="text"/> Status Date <input type="text"/>
<u>Search/Report Projects</u>	Deal Value <input type="text"/> Deal Size <input type="text"/>
<u>View/Edit Contacts</u>	Include in Top Deals Report <input type="checkbox"/> Deal Priority <input type="text"/>
	Description of Project <input type="text"/>
	Follow-up Date <input type="text"/> Follow-up Actions <input type="text"/>
	Responsible Party <input type="text"/>
	Products <input type="text"/>
	Product Name <input type="text"/>

FIG. 94

<u>Products</u>			
<u>Product Name</u>			
<u>Add Product</u>		<u>Remove Product</u>	
<u>Customer</u>			
<u>Customer Name</u>	<u>Contact</u>	<u>Phone</u>	<u>Party to Final Contract</u>
<u>Add Customers</u>		<u>Remove Customers</u>	
<u>Remarketing Partners</u>			
<u>Company Name</u>	<u>Contact</u>	<u>Phone</u>	<u>Party to Final Contract</u>
<u>Add Partner</u>	<u>Remove Partner</u>		
<u>IP Group Personnel</u>			

FIG. 95

<u>IP Group Personnel</u>	
<u>Name</u>	<u>Role</u>
<input type="button" value="Add IP Personnel"/>	<input type="button" value="Remove IP Personnel"/>

Associated Files Attached

<input type="text"/>	<input type="button" value="Browse..."/>	<input type="button" value="Remove File"/>
----------------------	--	--

File to Attach

<u>File Name</u>	<u>Comments</u>
<input type="text"/>	<input type="text"/>

Contract Records

<u>Contract Name</u>	<u>Agreement Type</u>
<input type="text"/>	<input type="text"/>

<input type="button" value="Create Contract"/>	<input type="button" value="Add Associated Contract"/>	<input type="button" value="X"/>
<input type="button" value="Submit"/>	<input type="button" value="Cancel"/>	

FIG. 96

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

<p>Marketing Module</p> <p>Create New Project</p> <p>View/Edit Project</p> <p>Search/Report Projects</p> <p>Standard Project Reports</p> <ul style="list-style-type: none"> • Top Deals • Customer Report • Remarketing Report • Status Level Report • BellSouth Entity Report <p>View/Edit Contacts</p>	<p><u>Project Search/Reports</u></p> <p>Project Name <input type="text"/> Project # <input type="text"/></p> <p>Status <input type="text"/> N/A <input type="text"/> Status Date <input type="text"/></p> <p>Deal Value <input type="text"/> Deal Size <input type="text"/> N/A <input type="text"/></p> <p>Include in Top Deals Report <input type="checkbox"/> Deal Priority <input type="text"/> N/A <input type="text"/></p> <p>Description of Project <input type="text"/></p> <p>Follow-up Date <input type="text"/> Follow-up <input type="text"/></p> <p>Responsible Party <input type="text"/> Actions <input type="text"/></p> <p>Products <input type="text"/> N/A <input type="text"/></p> <p><u>Product Name</u> <input type="text"/></p> <p><input type="text"/></p>
---	---

FIG. 97

<u>Report</u> View/Edit Contacts		<table border="1"> <tr> <td colspan="2">Product Name</td> <td colspan="2"></td> </tr> <tr> <td colspan="2"></td> <td colspan="2"></td> </tr> </table>				Product Name							
Product Name													
Add Product		Remove Product											
<u>Customer</u>													
<u>Customer Name</u>	<u>Contact</u>	<u>Phone</u>	<u>Party to Final Contract</u>	<input type="checkbox"/>									
Add Customer	Remove Customer												
<u>Remarketing Partners</u>													
<u>Company Name</u>	<u>Contact</u>	<u>Phone</u>	<u>Party to Final Contract</u>	<input type="checkbox"/>									
Add Remarketing Partner	Remove Remarketing Partner												
<u>IP Group Personnel</u>													

FIG. 98

[illegible]

<u>IP Group Personnel</u>	
<u>Name</u>	<u>Role</u>
<input type="text"/>	<input type="text"/>
Add IP Group Personnel	Remove IP Group Personnel

Associated Files Attached

<u>File Name</u>	<u>Comments</u>
<input type="text"/>	<input type="text"/>

Full Text File Search

Contract Records

<u>Contract Name</u>	<u>Agreement Type</u>
<input type="text"/>	<input type="text"/>

Add Contract Record	Remove Contract Record
---------------------	------------------------

<input type="button" value="Search"/>	<input type="button" value="Cancel"/>
---------------------------------------	---------------------------------------

FIG. 99

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

Marketing Module

Create New Project

View/Edit Project

Search/Report Projects

Standard Project Reports

- Top Deals
- Customer Report
- Remarketing Report
- Status Level Report
- BellSouth Entity Report

View/Edit Contacts

Project Search/Reports

Project Name

Status

Deal V

Includ

Descr

of Pro

Follo

Responsible Party

Products

Project #

Status Date

Deal Size

Deal Priority

Conduct Initial Research

Conduct market research and analysis

Complete and approve PTR

Develop marketing plan & package

Sell product

Negotiate contract

Complete & approve transaction report

Execute contract

Set up maintenance plan

Close out Project

N/A

Product Name

FIG. 100

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements](#)
[Searching/Reporting Contacts](#)

<u>Marketing Module</u>	<u>View Project Search Results</u>								
<u>Create New Project</u> <u>View/Edit Project</u> <u>Search/Report Projects</u> <u>Standard Project Reports</u> <ul style="list-style-type: none">• <u>Top Deals</u>• <u>Customer Report</u>• <u>Remarketing Report</u>• <u>Status Level Report</u>• <u>BellSouth Business Unit Report</u> <u>View/Edit Contacts</u>	<table><tr><td><u>Project Name</u></td><td><u>Customer</u></td><td><u>Product</u></td><td><u>Other Search Criteria</u></td></tr><tr><td><u>Data1</u></td><td><u>Data2</u></td><td><u>Data3</u></td><td><u>Data4</u></td></tr></table>	<u>Project Name</u>	<u>Customer</u>	<u>Product</u>	<u>Other Search Criteria</u>	<u>Data1</u>	<u>Data2</u>	<u>Data3</u>	<u>Data4</u>
<u>Project Name</u>	<u>Customer</u>	<u>Product</u>	<u>Other Search Criteria</u>						
<u>Data1</u>	<u>Data2</u>	<u>Data3</u>	<u>Data4</u>						

FIG. 101

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<div>Marketing Module</div>	<div>Top Deals Report</div>
<div>Create New Project</div> <div>View/Edit Project</div> <div>Search/Report Projects</div> <div>Standard Project Reports</div> <div><div><div>• Top Deals</div><div>• Customer</div><div>• Report</div><div>• Remarketing</div><div>• Status Level</div><div>• Report</div><div>• BellSouth</div><div>• Business</div><div>• Unit</div></div></div> <div>View/Edit Contacts</div>	<div><div><div>Status</div><div>Product/Project</div><div>Name</div><div>Data1</div></div><div><div>Opp.#</div><div>EU</div><div>Data3</div><div>Data2</div></div><div><div>BellSouth Patent Company</div><div>Status</div><div>Name</div><div>Data4</div></div><div><div>Lead</div><div>Support</div><div>Data7</div><div>Data8</div></div><div><div>Est. Value</div><div>Data9</div></div><div><div>Deal Size</div><div>Data10</div></div><div><div>Priority</div><div>Data11</div></div></div>

FIG. 102

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements](#)
[Searching/Reporting Contacts](#)

<p>Marketing Module</p> <p> Create New Project View/Edit Project Search/Report Project Standard Project Reports <ul style="list-style-type: none"> • Top Deals • Customer Report • Remarketing Report • Status Level Report • BellSouth Business Unit View/Edit Contacts </p>	<p>Customer Report</p> <p>Customer Name <input type="text" value="Customer Name"/></p> <p> <input type="button" value="Submit"/> <input type="button" value="Cancel"/> </p>
---	--

FIG. 103

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

<u>Marketing Module</u>	<u>Customer Report</u>
<p><u>Create New Project</u></p> <p><u>View/Edit Project</u></p> <p><u>Search/Report Projects</u></p> <p>Standard Project Reports</p> <ul style="list-style-type: none"> • <u>Top Deals</u> • <u>Customer Report</u> • <u>Remarketing Report</u> • <u>Status Level Report</u> • <u>BellSouth Business Unit</u> <p><u>View/Edit Contacts</u></p>	<p><u>Customer Name</u> Data1</p> <p><u>Product Name</u> Data2</p> <p><u>Status</u> Data3</p> <p><u>Value</u> Data4</p> <p><u>BellSouth Business Unit</u> Data5</p> <p><u>Opp.#</u> Data6</p>

FIG. 103A

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)
[Inventory](#) [Inventory](#)

<p><u>Marketing Module</u></p> <p>Create New Project</p> <p>View/Edit Project</p> <p>Search/Report Projects</p> <p>Standard Project Reports</p> <ul style="list-style-type: none"> • Top Deals • Customer Report • Remarketing Report • Status Level Report • BellSouth Business Unit <p>View/Edit Contacts</p>	<p><u>Remarketing Partner Report</u></p> <p>Remarketing Company Name <input type="text" value="Company Name"/></p> <p><input type="button" value="Submit"/> <input type="button" value="Cancel"/></p>
--	--

FIG. 104

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<i>Marketing Module</i>	<u>Remarketing Partner Report</u>					
<p><u>Create New Project</u></p> <p><u>View/Edit Project</u></p> <p><u>Search/Report Projects</u></p> <p>Standard Project Reports</p> <ul style="list-style-type: none"> • <u>Top Deals</u> • <u>Customer Report</u> • <u>Remarketing Report</u> • <u>Status Level Report</u> • <u>BellSouth Business Unit</u> <p><u>View/Edit Contacts</u></p>	<u>Remarketing Partner</u>	<u>Product Name</u>	<u>Status</u>	<u>Value</u>	<u>BellSouth Business Unit</u>	<u>Opp.#</u>
	Data1	Data2	Data3	Data4	Data5	Data6

FIG. 105

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements](#)
[Searching/Reporting Contacts](#)

<p><u>Marketing Module</u></p> <p> Create New Project View/Edit Project Search/Report Projects </p> <p>Standard Project Reports</p> <ul style="list-style-type: none"> • Top Deals • Customer Report • Remarketing Report • Status Level Report • BellSouth Business Unit <p>View/Edit Contacts</p>	<p><u>Status Level Report</u></p> <p>Status Level <input type="text" value="N/A"/></p> <p> <input type="button" value="Submit"/> <input type="button" value="Cancel"/> </p>
--	---

FIG. 106

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Status Level Report</u>	
<u>Marketing Module</u>	<div><div>Status Level</div><div>N/A</div><div><div>Submit</div><div>Cancel</div></div></div>
<div><div>Create New Project</div><div>View/Edit Project</div><div>Search/Report Projects</div></div>	<div><div>Conduct Initial Research</div><div>Conduct market research and analysis</div><div>Complete and approve PTR</div><div>Develop marketing plan & package</div><div>Sell product</div><div>Negotiate contract</div><div>Complete & approve transaction report</div><div>Execute contract</div><div>Set up maintenance plan</div><div>Close out Project</div></div>
<div><div>Standard Project Reports</div><div><div>• <u>Top Deals</u></div><div>• <u>Customer</u></div><div><u>Report</u></div><div>• <u>Remarketing</u></div><div><u>Report</u></div><div>• <u>Status Level</u></div><div><u>Report</u></div><div>• <u>BellSouth</u></div><div><u>Business</u></div><div><u>Unit</u></div></div></div>	
<div>View/Edit Contacts</div>	

FIG. 107

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Marketing Module		Status Level Report									
Create New Project		Level	Opp#	Company	Product	Remarketing	Business	IP Group	Deal	Deal	Deal
View/Edit Project		Date	Data3	Name	Name	Partner	Unit	Personnel	Size	Value	Value
Search/Report Projects		Data1	Data2	Data4	Data5	Data6	Data7	Data8	Data9	Data10	Data10
Standard Project Reports											
<ul style="list-style-type: none"> • Top Deals • Customer Report • Remarketing Report • Status Level Report • BellSouth Business Unit 											
View/Edit Contacts											

FIG. 108

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Marketing
Module

Create New Project

View/Edit Project

Search/Report
Projects

Standard Project
Reports

- Top Deals
- Customer
Report
- Remarketing
Report
- Status Level
Report
- BellSouth
Business
Unit

View/Edit Contacts

BellSouth Business Unit Report

BellSouth Business Unit

Submit

Cancel

BASC
BBI
BBS
BPC
BSC
BSCC
BSE
BSI
BSNET
BST

FIG. 109

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Marketing Module</u>	<u>Bell South Business Unit Report</u>																
<u>Create New Project</u> <u>View/Edit Project</u> <u>Search/Report Projects</u> <u>Standard Project Reports</u> <ul style="list-style-type: none">• <u>Top Deals</u>• <u>Customer Report</u>• <u>Remarketing Report</u>• <u>Status Level Report</u>• <u>BellSouth Business Unit</u> <u>View/Edit Contacts</u>	<table><tr><td><u>Entity Name</u></td><td><u>Status</u></td><td><u>Product Name</u></td><td><u>Customer Name</u></td><td><u>Remarketing Partner</u></td><td><u>Deal Value</u></td><td><u>BellSouth Contacts</u></td><td><u>BIPMARK Contact</u></td></tr><tr><td>Data1</td><td>Data2</td><td>Data3</td><td>Data4</td><td>Data5</td><td>Data6</td><td>Data7</td><td>Data8</td></tr></table>	<u>Entity Name</u>	<u>Status</u>	<u>Product Name</u>	<u>Customer Name</u>	<u>Remarketing Partner</u>	<u>Deal Value</u>	<u>BellSouth Contacts</u>	<u>BIPMARK Contact</u>	Data1	Data2	Data3	Data4	Data5	Data6	Data7	Data8
<u>Entity Name</u>	<u>Status</u>	<u>Product Name</u>	<u>Customer Name</u>	<u>Remarketing Partner</u>	<u>Deal Value</u>	<u>BellSouth Contacts</u>	<u>BIPMARK Contact</u>										
Data1	Data2	Data3	Data4	Data5	Data6	Data7	Data8										

FIG. 110

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting](#) [Contracts](#)
[Inventory](#) [Inventory](#)

Contracts/Agreements

Please choose an option from the menu bar on the left.

[Add](#)
[Contract/Agreement](#)
[Search](#)
[Contracts/Agreements](#)
[Contract Reports](#)
[View/Edit Contacts](#)

FIG. 111

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements Searching/Reporting Contacts](#)

Contracts/Agreements Module

[Add Contract/Agreement](#)
[Search Contracts/Agreements](#)
[Contract Reports](#)
[View/Edit Contacts](#)

Add Contract/Agreement

Agreement Name Agreement Number 12323
 Agreement Type Project Number
 Product

Contract Summary

Exclusivity <input type="checkbox"/>	Form of Agreement <input type="checkbox"/>
Type of Revenue <input type="checkbox"/>	Unique T&C <input type="checkbox"/>
Frequency of Payments <input type="text"/>	
Description <input type="text"/>	

Termination or Renewal Terms

FIG. 112

Termination or Renewal Terms

--

Confidentiality Period	Notice Date
Effective Date	
Termination/Renewal Date	Reason for Termination

BellSouth Business Unit

<u>BellSouth Business Unit</u>	<u>Royalty Percentage</u>

Add BellSouth BU

Remove BellSouth BU

Parties to the Contract

<u>Company Name</u>	<u>Type</u>	<u>Contact</u>

Add Party

Remove Party

FIG. 113

Add Party

Remove Party

IP Type

Name

Ref #

Add Associated IP

Remove Associated IP

Expected Due Date

Actual Date

Action Type

Expected Amount

Actual Amount

Expected Action

Actual Action

Internal Contact

External Contact

Comments

Add Action Item

Remove Action Item

Add Internal Party

Add External Party

Comments

FIG. 114

FOOTNOTES

<u>Comments</u>	
<div><div></div><div></div></div>	
<div><div></div><div>Browse...</div><div>Remove File</div></div>	
<u>File to Attach</u>	<u>Comments</u>
<div></div>	<div></div>
<div>Submit</div>	<div>Cancel</div>

FIG. 115

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

<u>IP</u>	<u>Product Inventory</u>
-----------	--------------------------

Marketing Contracts/Agreements, Searching/Reporting Contacts

Contracts/Agreements Module

Add Contract/Agreement

Add Contract/Agreement

Search
Contracts/Agreements

Contract Reports

View/Edit Contacts

Agreement Name

Agreement Number 12323

Agreement Type

Project Number

- Administrative Services Agreement
Master Licensing Agreement
Sublicensing Agreement
Services Agreement
Sublease Agreement
Consulting Agreements
Recruiter Agreement
Remarketing Agreements

Form of

Agreement

Type of Revenue

Unique T&C

Frequency of Payments

Description

FIG. 116

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP
Inventory

Product
Inventory

Contracts/Agreements
Module

Add Contract/Agreement

Search
Contracts/Agreements

Contract Reports

View/Edit Contacts

Add Contract/Agreement

Agreement Name

Agreement Type

Product

Project Number

Contract Summary

Exclusivity

Form of
Agreement

Type of Revenue

Unique T&C

Frequency of Payments

Distribution License

Straight Use License

Strategic Agreement

Description

FIG. 117

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contracts
Inventory Inventory

Contracts/Agreements
Module

Add Contract/Agreement

Search
Contracts/Agreements

Contract Reports

View/Edit Contracts

Add Contract/Agreement

Agreement Name Agreement Number 12323
 Agreement Type Project Number
 Product

Contract Summary

Exclusivity <input type="text"/>	Form of Agreement <input type="text"/>
Type of Revenue <input type="text"/>	Unique T&C <input type="text"/>
Frequency of Payment <input type="text"/>	Cash <input type="text"/>
	Savings <input type="text"/>
	Cash & Savings <input type="text"/>
Description <input type="text"/>	

FIG. 118

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM									
IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts									
Contracts/Agreements Module	Add Contract/Agreement								
Add Contract/Agreement	Agreement Name <input type="text"/> Agreement Number 12323 Agreement Type <input type="text"/> Project Number <input type="text"/> Product <input type="text"/>								
Search Contracts/Agreements	Contract Summary								
Contract Reports	<table border="1"> <tr> <td>Exclusivity <input type="checkbox"/></td> <td>Form of Agreement <input type="checkbox"/></td> </tr> <tr> <td>Type of Revenue <input type="checkbox"/></td> <td>Unique T&C <input type="checkbox"/></td> </tr> <tr> <td colspan="2">Frequency of Payments <input type="text"/></td> </tr> <tr> <td colspan="2"> One-time Development/Maintenance Savings One Time Up-Front License Fee One Time Up-Front License Fee w/ Future Royalties Due Monthly Report/Royalty Payment Quarterly Report/Royalty Payment Annual Report/Royalty Payment </td> </tr> </table>	Exclusivity <input type="checkbox"/>	Form of Agreement <input type="checkbox"/>	Type of Revenue <input type="checkbox"/>	Unique T&C <input type="checkbox"/>	Frequency of Payments <input type="text"/>		One-time Development/Maintenance Savings One Time Up-Front License Fee One Time Up-Front License Fee w/ Future Royalties Due Monthly Report/Royalty Payment Quarterly Report/Royalty Payment Annual Report/Royalty Payment	
Exclusivity <input type="checkbox"/>	Form of Agreement <input type="checkbox"/>								
Type of Revenue <input type="checkbox"/>	Unique T&C <input type="checkbox"/>								
Frequency of Payments <input type="text"/>									
One-time Development/Maintenance Savings One Time Up-Front License Fee One Time Up-Front License Fee w/ Future Royalties Due Monthly Report/Royalty Payment Quarterly Report/Royalty Payment Annual Report/Royalty Payment									
View/Edit Contacts									

FIG. 119

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing](#)
[Contracts/Agreements](#)
[Searching/Reporting](#)
[Contacts](#)

*Contracts/Agreements
Module*

Add Action

Action Type	Termination Notice <input checked="" type="checkbox"/>	Expected Due Date	
Expected Amount		Start of Period	
Expected Action		End of Period	
Internal Contact		External Contact	

Recurring Actions

Date		Repeat	
------	--	--------	--

Comments:

Submit Cancel

FIG. 120

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

*Contracts/Agreements
Module*

Add Action

Action Type	Termination Notice <input checked="" type="checkbox"/>	Expected Due Date	
Expected Action	Termination Notice	Start of Period	
Expected Action	Report REQ'T	End of Period	
Internal Contact	Payment REQ'T	External Contact	
	Savings Due		
	Other		

Recurring Actions

Date		Repeat	
------	--	--------	--

Comments:

--

Submit	Cancel
--------	--------

FIG. 120A

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory

[Marketing Contracts/Agreements](#) [Searching/Reporting Contacts](#)

[Contracts/Agreements](#)
Module

Search Contracts/Agreements

[Add Contract/Agreement](#)

[Search](#)
[Contracts/Agreements](#)

[Contract Reports](#)

[View/Edit Contacts](#)

Agreement Number

Project Number

Agreement Type

Product

Contract Summary

Exclusivity	Form of Agreement
Type of Revenue	Unique T&C
Frequency of Payments	
Description	

FIG. 121

Description			
<u>Termination or Renewal Terms</u>			
Confidentiality Period		Notice Date	
Effective Date			
Termination/Renewal Date		Reason for Termination	
<u>BellSouth Business Units</u>			
BellSouth Business Unit		Royalty Percentage	
Add BellSouth BU		Remove BellSouth BU	
<u>Parties to the Contract</u>			
Company Name		Type	Contact
Add Party		Remove Party	

FIG. 122

Add PartyRemove Party

IP Covered by License

IP TypeNameRef #

Add IPRemove IP

Actions/Payments Due

Expected Due Date	Actual Date	Action Type	Expected Amount	Actual Amount	Expected Action	Actual Action	Internal Contact	External Contact	Comments

Add ActionRemove Action

Comments

Full Text File Search

SubmitCancel

FIG. 123

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements Searching/Reporting Contacts](#)
[Inventory](#) [Inventory](#)

<u>Search Results</u>			
Add Contract/Agreement Search Contracts/Agreements Contract Reports View/Edit Contacts	<u>Agreement</u>	<u>Agreement</u>	<u>Project #</u>
	<u>Name</u>	<u>Number</u>	<u>Type</u>
	<u>Data1</u>	<u>Data2</u>	<u>Data3</u>
			<u>Data4</u>

FIG. 124


INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts	
Contracts/Agreements Module	Add Contract/Agreement Search Contracts/Agreements Contract Reports View/Edit Contacts
Contract/Agreement	
Agreement Name Name Agreement Number 12323 Agreement Type Contract Project Number 1234 Product Product	
Contract Summary	
Exclusivity Exclusive	Form of Agreement Straight Use License
Type of Revenue Cash	Unique T&C Text
Frequency of Payments Annual Report/Royalty Payment	
Description A nice piece of IP	
Termination or Renewal Terms	
	
Confidentiality Period 2/14/2000	Notice Date 2/14/2000

FIG. 125

Confidentiality Period 2/14/2000	Notice Date 2/14/2000
Effective Date 2/14/2000	
Termination/Renewal Date 2/14/2000	Reason for Termination None

BellSouth Business Unit

BellSouth Business Unit	Royalty Percentage
Cellular	100

Parties to the Contract

Company Name	Type	Contact
Party	Remarking	Carter Pate

IP Covered by License

IP Type	Name	Ref #
Patent	Cell Phone	1234

Actions/Payments Due

FIG. 126

Actions/Payments Due

Expected Due Date	Actual Date	Action Type	Expected Amount	Actual Amount	Expected Action	Actual Action	Internal Contact	External Contact	Comments
		<input type="text"/>							

Comments

File Name	Comments

Edit

FIG. 127

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Contracts/Agreements
Module

Add Contract/Agreement
Search
Contracts/Agreements
Contract Reports
View/Edit Contacts

Edit Contract/Agreement

Agreement Name Agreement Number 12323
 Agreement Type Project Number
 Product

Contract Summary

Exclusivity Form of Agreement
 Type of Revenue Unique T&C
 Frequency of Payments
 Description

Termination or Renewal Terms

FIG. 128

Termination or Renewal Terms

Confidentiality Period

Effective Date

Termination/Renewal Date

Notice Date

Reason for Termination

BellSouth Business Units

BellSouth Business Unit

Royalty Percentage

Add BellSouth BU

Remove BellSouth BU

Parties to the Contract

Company Name

Type

Contact

Add Party

Remove Party

IP Covered by License

FIG. 129

IP Covered by License

IP Type	Name	Ref #
---------	------	-------

Add Associated IP

Remove Associated IP

Action/Payments Due

Expected Due Date	Actual Date	Action Type	Expected Amount	Actual Amount	Expected Action	Actual Action	Internal Responsible Party	External Responsible Party	Comments

Add Action Item

Remove Action Item

Add Internal Party

Add External Party

Comments

FIG. 130

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements](#)
[Searching/Reporting Contacts](#)

Contract/Agreements Module	Contracts Reports
Add Contract/Agreement Search Contracts/Agreements Contract Reports Upcoming Termination Report Royalty/Reporting Requirements By Date Contracts By BellSouth Business Unit Financial Report By Period	<p>Please select a report from the left menu bar.</p>

FIG. 132

SECRET

Please select a report from the left menu bar.

[Search](#)
[Contracts/Agreements](#)
[Contract Reports](#)
[Upcoming](#)
[Termination Report](#)
[Royalty/Reporting](#)
[Requirements By](#)
[Date](#)
[Contracts By](#)
[BellSouth Business](#)
[Unit](#)
[Financial Report By](#)
[Period](#)
[Financial Report By](#)
[BellSouth Business](#)
[Unit](#)
[Action Report](#)
[Party Report](#)
[View/Edit Contacts](#)

FIG. 133

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreements Module</u>	<u>Upcoming Termination Report</u>
<u>Add Contract/Agreement</u> <u>Search Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming Termination Report</u> <u>Royalty/Reporting Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth</u> <u>Business Unit</u> <u>Financial Report</u> <u>By Period</u>	<div> <div>Agreement Type <input type="text"/></div> <div> Period Covered By Report: <div>Start Date <input type="text"/></div> <div>End Date <input type="text"/></div> </div> <div>OR</div> <div>Time Period <input type="text"/></div> <div> <input type="button" value="Search"/> <input type="button" value="Cancel"/> </div> </div>

FIG. 134

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements Searching/Reporting Contacts](#)

Contract/Agreements Module

- [Add Contract/Agreement](#)
- [Search Contracts/Agreements](#)
- [Contract Reports](#)
- [Upcoming Termination Report](#)
- [Royalty/Reporting Requirements By Date](#)
- [Contracts By BellSouth Business Unit Financial Report](#)
- [By Period](#)

Upcoming Termination Report

Agreement Type

port:

- Contract
- Internal Use
- Marketing (External)
- IPCO/Affiliates
- All

End Date

Search

Cancel

FIG. 135

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

Contract/Agreements
Module

Upcoming Termination Report

Add Contract/Agreement

Search

Contracts/Agreements

Contract Reports

Upcoming

Termination

Report

Royalty/Reporting

Requirements By

Date

Contracts By

BellSouth

Business Unit

Financial Report

By Period

Agreement Type

Period Covered By Report:

Start Date

End Date

OR

Time Period

Search

Cal

Next 30 Days
Next 60 Days
Next Year

FIG. 136

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreements Module</u>		<u>Upcoming Termination Report</u>			
<u>Add Contract/Agreement</u>	<u>Effective Date</u>	<u>Notice Date</u>	<u>Termination Date</u>	<u>Contract Name</u>	<u>Contract #</u>
<u>Search Contracts/Agreements</u>	Data1	Data2	Data3	Data4	Data5
<u>Contract Reports</u>					Data6
<u>Upcoming</u>					
<u>Termination Report</u>					
<u>Royalty/Reporting</u>					
<u>Requirements By</u>					
<u>Date</u>					
<u>Contracts By</u>					
<u>BellSouth Business</u>					
<u>Unit</u>					
<u>Financial Report By</u>					
<u>Period</u>					

FIG. 137

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

Contract/Agreements
Module

Add Contract/Agreement

Search
Contracts/Agreements

Contract Reports

Upcoming

Termination

Report

Royalty/Reporting

Requirements By

Date

Contracts By

BellSouth

Business Unit

Financial Report

By Period

Royalty/Reporting Requirements By Date Report

Agreement Type

Period Covered By Report:

Start Date

End Date

OR

Time Period

FIG. 138

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contracts
Inventory Inventory

<u>Contract/Agreement</u> <u>Module</u>	<u>Royalty/Reporting</u> <u>Requirements By Date</u> <u>Report</u>
<u>Add Contract/Agreement</u>	<u>Expected</u> <u>Actual</u> <u>Contract</u> <u>Action</u> <u>Action</u> <u>Expected</u> <u>Actual</u> <u>Expected</u> <u>Actual</u> <u>Name</u> <u>Due</u> <u>Type</u> <u>Amount</u> <u>Action</u> <u>Action</u> <u>Action</u> <u>Date</u> <u>Date</u> <u>Date</u> <u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u>
<u>Search Contracts/Agreements</u>	
<u>Contract Reports</u>	
<u>Upcoming Termination</u> <u>Report</u>	
<u>Royalty/Reporting</u> <u>Requirements By Date</u>	
<u>Contracts By</u> <u>BellSouth Business</u> <u>Unit</u>	
<u>Financial Report By</u> <u>Period</u>	
<u>Financial Report By</u> <u>BellSouth Business</u> <u>Unit</u>	

FIG. 139

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreements Module</u>	<u>Contracts By BellSouth Business Unit</u>
<u>Add Contract/Agreement</u>	<u>Agreement Type</u> <input type="text"/> <input type="button" value="v"/>
<u>Search Contracts/Agreements</u>	<u>BellSouth Business Unit</u> <input type="text"/> <input type="button" value="v"/>
<u>Contract Reports</u>	<u>Period Covered By Report:</u>
<u>Upcoming Termination Report</u>	<u>Start Date</u> <input type="text"/> <u>End Date</u> <input type="text"/>
<u>Royalty/Reporting Requirements By Date</u>	OR
<u>Contracts By BellSouth Business Unit</u>	<u>Time Period</u> <input type="text"/> <input type="button" value="v"/>
<u>Financial Report By Period</u>	<input type="button" value="Search"/> <input type="button" value="Cancel"/>
<u>Financial Report By BellSouth Business Unit</u>	
<u>Action Report</u>	

FIG. 140

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreement Module</u>	<u>Contracts By BellSouth Business Unit</u>
<u>Add Contract/Agreement</u>	<u>Period Covered By Report:</u> <u>Date Report Run:</u>
<u>Search Contracts/Agreements</u>	
<u>Contract Reports</u>	
<u>Upcoming Termination Report</u>	<u>BellSouth Business Unit</u> <u>Agreement Name</u> <u>Product</u> <u>Parties</u> <u>Effective Date</u> <u>Termination Date</u>
<u>Royalty/Reporting Requirements By Date</u>	<u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u>
<u>Contracts By BellSouth Business Unit</u>	
<u>Financial Report By Period</u>	
<u>Financial Report By BellSouth Business Unit</u>	
<u>Action Report</u>	

FIG. 141

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
IP Inventory	Product Inventory
Marketing Contracts/Agreements Searching/Reporting Contacts	
<u>Contract/Agreements Module</u> Add Contract/Agreement Search Contracts/Agreements Contract Reports Upcoming Termination Report Royalty/Reporting Requirements By Date Contracts By BellSouth Business Unit Financial Report By Period	<u>Financial Report By Period</u> Agreement Type <input type="text"/> Period Covered By Report: Start Date <input type="text"/> End Date <input type="text"/> OR Time Period <input type="text"/> <input checked="" type="checkbox"/> <input type="button" value="Search"/> <input type="button" value="Cancel"/>

FIG. 142

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreement Module</u>	<u>Financial Report By Period</u>												
<u>Add Contract/Agreement</u> <u>Search Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming Termination Report</u> <u>Royalty/Reporting Requirements By Date</u> <u>Contracts By BellSouth Business Unit</u> <u>Financial Report By Period</u> <u>Financial Report By BellSouth Business Unit</u> <u>Action Report</u>	<p>Period Covered By Report: Date Report Run:</p> <table><tr><td><u>Contract Name</u></td><td><u>BellSouth Business Unit</u></td><td><u>Parties</u></td><td><u>Amount Due</u></td><td><u>Date Due</u></td><td><u>External Contact</u></td></tr><tr><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td></tr></table>	<u>Contract Name</u>	<u>BellSouth Business Unit</u>	<u>Parties</u>	<u>Amount Due</u>	<u>Date Due</u>	<u>External Contact</u>	Data	Data	Data	Data	Data	Data
<u>Contract Name</u>	<u>BellSouth Business Unit</u>	<u>Parties</u>	<u>Amount Due</u>	<u>Date Due</u>	<u>External Contact</u>								
Data	Data	Data	Data	Data	Data								

FIG. 143

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting Contacts](#)
[Inventory](#) [Inventory](#)

<u>Contract/Agreements Module</u>	<u>Financial Report By BellSouth Business Unit</u>
Add Contract/Agreement Search Contracts/Agreements Contract Reports Upcoming Termination Report Royalty/Reporting Requirements By Date Contracts By BellSouth Business Unit Financial Report By Period Financial Report By BellSouth Business Unit Action Report Party Report	<div> Agreement Type </div> <div> BellSouth BU </div> <div> <u>Period Covered By Report:</u> </div> <div> <div> Start Date </div> <div> End Date </div> </div> <div> OR </div> <div> Time Period </div> <div> Search Cancel </div>

FIG. 144

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreement Module</u>	<u>Financial Report By BellSouth Business Unit</u>																		
<u>Add Contract/Agreement</u>	<p>Period Covered By Report: Date Report Run:</p> <table><tr><td><u>BellSouth Business Unit</u></td><td><u>Agreement Name</u></td><td><u>Expected Amount</u></td><td><u>Actual Amount</u></td><td><u>Date Due</u></td><td><u>External Contact</u></td></tr><tr><td><u>Parties</u></td><td><u>Unit</u></td><td><u>Data</u></td><td><u>Data</u></td><td><u>Data</u></td><td><u>Data</u></td></tr><tr><td><u>Data</u></td><td><u>Data</u></td><td><u>Data</u></td><td><u>Data</u></td><td><u>Data</u></td><td><u>Data</u></td></tr></table>	<u>BellSouth Business Unit</u>	<u>Agreement Name</u>	<u>Expected Amount</u>	<u>Actual Amount</u>	<u>Date Due</u>	<u>External Contact</u>	<u>Parties</u>	<u>Unit</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>
<u>BellSouth Business Unit</u>		<u>Agreement Name</u>	<u>Expected Amount</u>	<u>Actual Amount</u>	<u>Date Due</u>	<u>External Contact</u>													
<u>Parties</u>		<u>Unit</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>													
<u>Data</u>		<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>													
<u>Search Contracts/Agreements</u>																			
<u>Contract Reports</u>																			
<u>Upcoming Termination Report</u>																			
<u>Royalty/Reporting Requirements By Date</u>																			
<u>Contracts By BellSouth Business Unit</u>																			
<u>Financial Report By Period</u>																			
<u>Financial Report By BellSouth Business Unit</u>																			
<u>Action Report</u>																			

FIG. 145

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreement Module</u>	<u>Action Report</u>
<u>Add Contract/Agreement</u>	<u>Agreement Type</u> <input type="text"/>
<u>Search Contracts/Agreements</u>	<u>Action Type</u> <input type="text"/>
<u>Contract Reports</u>	<u>Period Covered By Report:</u>
<u>Upcoming Termination Report</u>	<u>Start Date</u> <input type="text"/> <u>End Date</u> <input type="text"/>
<u>Royalty/Reporting Requirements By Date</u>	OR
<u>Contracts By BellSouth Business Unit</u>	<u>Time Period</u> <input type="text"/>
<u>Financial Report By Period</u>	<u>Sort By:</u>
<u>Financial Report By BellSouth Business Unit</u>	<u>Sort 1:</u> <input type="text"/>
<u>Action Report</u>	<u>Sort 2:</u> <input type="text"/>
	<u>Sort 3:</u> <input type="text"/>
	<input type="button" value="Search"/> <input type="button" value="Cancel"/>

FIG. 146

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Contract/Agreement Module	Action Report
Add Contract/Agreement	Agreement Type <input type="text"/>
Search Contracts/Agreements	Action Type <input type="text"/>
Contract Reports	Period Covered By Report: <input type="text"/>
Upcoming Termination Report	Start Date <input type="text"/>
Royalty/Reporting	OR
Requirements By Date	Time Period <input type="text"/>
Contracts By BellSouth Business Unit	Sort By:
Financial Report By Period	Sort 1: <input type="text"/>
Financial Report By BellSouth Business Unit	Sort 2: <input type="text"/>
Action Report	Sort 3: <input type="text"/>
	Internal Responsible Party External Responsible Party Due Date Contract Name

FIG. 147

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Contract/Agreement
Module

Action Report

Add Contract/Agreement

Period Covered By Report: Date Report Run:

Search
Contracts/Agreements

Contract Reports

Expected Agreement Action Expected Expected Internal External
Due Date Name Type Action Amount Contact Contact
Data Data Data Data Data Data Data

Upcoming

Termination

Report

Royalty/Reporting

Requirements By

Date

Contracts By

BellSouth

Business Unit

Financial Report

By Period

FIG. 148

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<p><u>Contract/Agreements Module</u></p> <p><u>Add Contract/Agreement</u></p> <p><u>Search Contracts/Agreements</u></p> <p><u>Contract Reports</u></p> <p><u>Upcoming</u></p> <p><u>Termination Report</u></p> <p><u>Royalty/Reporting</u></p> <p><u>Requirements By</u></p> <p><u>Date</u></p> <p><u>Contracts By</u></p> <p><u>BellSouth Business</u></p> <p><u>Unit</u></p> <p><u>Financial Report By</u></p> <p><u>Period</u></p>	<p><u>Party Report</u></p>
<p><u>Agreement Type</u> <input type="text"/> <u>Parties</u> <input type="text"/> <u>Add Party</u></p> <p><u>Period Covered By Report:</u></p> <p><u>Start Date</u> <input type="text"/> <u>End Date</u> <input type="text"/></p> <p>OR</p> <p><u>Time Period</u> <input type="text"/> <input checked="" type="checkbox"/></p> <p><input type="button" value="Search"/> <input type="button" value="Cancel"/></p>	

FIG. 149

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contracts
Inventory Inventory

<u>Contract/Agreements Module</u>	<u>Party Report</u>
<u>Add Contract/Agreement</u> <u>Search Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming</u> <u>Termination Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth Business</u> <u>Unit</u> <u>Financial Report By</u> <u>Period</u>	<p>Period Covered By Report: Date Report Run:</p> <p> <u>Parties</u> <u>Agreement Name</u> <u>BellSouth Business Unit</u> <u>Amount Due</u> <u>Date Due</u> <u>External Contact</u> Data Data Data Data Data Data </p>

FIG. 150

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Searching/Reporting Module</u>	
<p>Contract Reports</p> <p><u>Upcoming Termination Report</u></p> <p><u>Royalty/Reporting</u></p> <p><u>Requirements By Date</u></p> <p><u>Contracts By BellSouth Entity</u></p> <p><u>Report</u></p> <p><u>Financial Report By Period</u></p> <p><u>Financial Report By BellSouth</u></p> <p><u>Entity</u></p> <p><u>Action Report</u></p> <p><u>Party Report</u></p> <p>Standard Project Reports</p> <p><u>Top Deals</u></p> <p><u>Customer Report</u></p> <p><u>Remarketing Report</u></p> <p><u>Status Level Report</u></p> <p><u>BellSouth Entity Report</u></p>	<p><u>Cross Module Searching</u></p>

FIG. 151

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Reporting Module	Cross Module Searching								
<p><u>Contract Reports</u></p> <p><u>Upcoming</u></p> <p><u>Termination</u></p> <p><u>Report</u></p> <p><u>Royalty/Reporting</u></p> <p><u>Requirements By</u></p> <p><u>Date</u></p> <p><u>Contracts By</u></p> <p><u>BellSouth Entity</u></p> <p><u>Report</u></p> <p><u>Financial Report</u></p> <p><u>By Period</u></p> <p><u>Financial Report</u></p> <p><u>By BellSouth</u></p> <p><u>Entity</u></p>	<p><u>Output Display:</u></p> <p>Item1 <input type="checkbox"/></p> <p>Item2 <input type="checkbox"/></p> <p>Item3 <input type="checkbox"/></p> <p>Item4 <input type="checkbox"/></p> <p>Item5 <input type="checkbox"/></p> <p><u>Where:</u></p> <table border="1"> <tr> <td><input type="checkbox"/></td> <td>Criteria 1</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td><input type="checkbox"/></td> <td>Criteria 2</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </table> <p>Operator <input type="checkbox"/> and <input type="checkbox"/></p> <p><input type="button" value="Search"/> <input type="button" value="Cancel"/></p>	<input type="checkbox"/>	Criteria 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Criteria 2	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Criteria 1	<input type="checkbox"/>	<input type="checkbox"/>						
<input type="checkbox"/>	Criteria 2	<input type="checkbox"/>	<input type="checkbox"/>						

FIG. 152

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Reporting Module</u>		<u>Cross Module Searching</u>	
<u>Contract Reports</u> <u>Upcoming</u> <u>Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth Entity</u> <u>Report</u> <u>Financial Report</u> <u>By Period</u> <u>Financial Report</u> <u>By BellSouth</u> <u>Entity</u>		<u>Output Display:</u> <div> <div>Item1</div> <div>Item2</div> <div>Item3</div> <div>Item4</div> <div>Item5</div> </div> <div> <div>Patents</div> <div>Trademarks</div> <div>Trade Secrets</div> <div>Copyrights</div> <div>.</div> </div> <div> <div>Where:</div> <div>Patents</div> <div>Trademarks</div> <div>Trade Secrets</div> <div>Copyrights</div> <div>Products</div> <div>Marketing Opportunities</div> <div>Contracts</div> </div> <div> <div>Operator</div> <div>Search</div> <div>Cancel</div> </div>	

FIG. 153

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Reporting Module</u>		<u>Cross Module Searching</u>	
<u>Contract Reports</u> <u>Upcoming</u> <u>Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth Entity</u> <u>Report</u> <u>Financial Report</u> <u>By Period</u> <u>Financial Report</u> <u>By BellSouth</u> <u>Entity</u>		<u>Output Display:</u> <div> <div>Item1</div> <div>Item2</div> <div>Item3</div> <div>Item4</div> <div>Item5</div> </div> <div> <div>Patents</div> <div>Trademarks</div> <div>Trade Secrets</div> <div>Copyrights</div> <div>Products</div> </div> <div> <div>Patent App#</div> <div>Patent Docket #</div> <div>Trademark Name</div> <div>Trademark Application #</div> <div>Trademark Docket #</div> <div>Trade Secret Name</div> <div>Copyright Name</div> <div>BellSouth Entity</div> <div>Product Name</div> <div>BellSouth Business Unit</div> </div> <div> <div>Where:</div> <div>Criteria 1</div> <div>Criteria 2</div> </div> <div> <div>Operator</div> <div>and</div> <div>Operator</div> </div> <div> <div>Search</div> <div>Cancel</div> </div>	

FIG. 154

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Reporting Module</u>		<u>Cross Module Searching</u>																																											
<u>Contract Reports</u> <u>Upcoming</u> <u>Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth Entity</u> <u>Report</u> <u>Financial Report</u> <u>By Period</u> <u>Financial Report</u> <u>By BellSouth</u> <u>Entity</u>		<u>Output Display:</u> <table border="1"> <tr> <td>Item1</td> <td>Patents</td> <td>Trademark Application #</td> </tr> <tr> <td>Item2</td> <td>Trademarks</td> <td>Trademark Docket #</td> </tr> <tr> <td>Item3</td> <td>Trade Secrets</td> <td>Trade Secret Name</td> </tr> <tr> <td>Item4</td> <td>Copyrights</td> <td>Copyright Name</td> </tr> <tr> <td>Item5</td> <td>Products</td> <td>BellSouth Entity</td> </tr> <tr> <td colspan="2"></td> <td>Product Name</td> </tr> <tr> <td colspan="2"></td> <td>BellSouth Business Unit</td> </tr> <tr> <td colspan="2"></td> <td>Contacts</td> </tr> <tr> <td colspan="2"></td> <td>Opportunity Name</td> </tr> <tr> <td colspan="2"></td> <td>Agreement Name</td> </tr> <tr> <td colspan="2"></td> <td>Agreement Type</td> </tr> <tr> <td colspan="2"></td> <td>BellSouth Business Unit</td> </tr> </table> <u>Where:</u> <table border="1"> <tr> <td>Criteria 1</td> <td>Criteria 2</td> </tr> <tr> <td>Operator and</td> <td></td> </tr> </table> <table border="1"> <tr> <td>Search</td> <td>Cancel</td> </tr> </table>		Item1	Patents	Trademark Application #	Item2	Trademarks	Trademark Docket #	Item3	Trade Secrets	Trade Secret Name	Item4	Copyrights	Copyright Name	Item5	Products	BellSouth Entity			Product Name			BellSouth Business Unit			Contacts			Opportunity Name			Agreement Name			Agreement Type			BellSouth Business Unit	Criteria 1	Criteria 2	Operator and		Search	Cancel
Item1	Patents	Trademark Application #																																											
Item2	Trademarks	Trademark Docket #																																											
Item3	Trade Secrets	Trade Secret Name																																											
Item4	Copyrights	Copyright Name																																											
Item5	Products	BellSouth Entity																																											
		Product Name																																											
		BellSouth Business Unit																																											
		Contacts																																											
		Opportunity Name																																											
		Agreement Name																																											
		Agreement Type																																											
		BellSouth Business Unit																																											
Criteria 1	Criteria 2																																												
Operator and																																													
Search	Cancel																																												

FIG. 155

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements](#)
[Searching/Reporting Contracts](#)

<u>Reporting Module</u>	<u>Cross Module Searching</u>								
Contract Reports Upcoming Termination Report Royalty/Reporting Requirements By Date Contracts By BellSouth Entity Report Financial Report By Period Financial Report By BellSouth Entity Action Report Party Report	Marketing <table border="1"> <tr> <td><u>Name</u></td><td><u>Customer</u></td></tr> <tr> <td><u>Data</u></td><td><u>Data</u></td></tr> </table> Contracts <table border="1"> <tr> <td><u>Name</u></td><td><u>Parties</u></td></tr> <tr> <td><u>Data</u></td><td><u>Data</u></td></tr> </table>	<u>Name</u>	<u>Customer</u>	<u>Data</u>	<u>Data</u>	<u>Name</u>	<u>Parties</u>	<u>Data</u>	<u>Data</u>
<u>Name</u>	<u>Customer</u>								
<u>Data</u>	<u>Data</u>								
<u>Name</u>	<u>Parties</u>								
<u>Data</u>	<u>Data</u>								
Standard Project Reports Top Deals									

FIG. 156

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM			
<u>IP</u>	<u>Product</u>	<u>Marketing Contracts/Agreements</u>	<u>Searching/Reporting Contacts</u>
<u>Inventory</u>	<u>Inventory</u>		
<u>View/Edit Contacts</u>		<u>View/Edit Contact</u>	
		<u>Search for Contact</u>	
		<u>Add Contact</u>	

FIG. 157

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)
[Product](#)
[Marketing Contracts/Agreements](#)
[Searching/Reporting](#)
[Contacts](#)

Create Contacts View/Edit Contacts		Search for Contacts							
		Company Name <input type="text"/>							
		BellSouth Sub-entity <input type="text"/>							
		Type <input type="text" value="N/A"/>							
		Events							
		<table border="1"> <tr> <th>Date</th> <th>Comments</th> <th>Attached Files</th> </tr> <tr> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> </table>	Date	Comments	Attached Files	<input type="text"/>	<input type="text"/>	<input type="text"/>	
Date	Comments	Attached Files							
<input type="text"/>	<input type="text"/>	<input type="text"/>							
		Add Event	Remove Event						
		Contacts							

FIG. 158

Contacts

Name

Title

Address1

State

Country

City

Zip

Phone

Date

Comments

Attached Files

Add Event

Remove Event

Search

Cancel

FIG. 159

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)
[Inventory](#) [Inventory](#)

Search for Contacts			
Create Contacts View/Edit Contacts	Company Name	BellSouth Sub-entity	Type
	Data	Data	Data
	Name	Title	Phone
	Data	Data	Data

FIG. 160

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)
[Inventory](#) [Inventory](#)

View/Edit Individual Contact

Name Carter Pate Title Associate Country USA
Address1 123 Smith Address2 City New York
Ave. State NJ Zip 07000 Phone 201-596-8000

Individual Contact Events

<u>Date</u>	<u>Comments</u>	<u>Attached Files</u>
2/20/2000	Meeting with Tom	presentation.doc

Edit

[Create Contacts](#)

[View/Edit
Contacts](#)

FIG. 161

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)
[Inventory](#) [Inventory](#)

Add/Edit Individual Contact

[Create Contacts](#)

[View/Edit](#)
[Contacts](#)

<u>Name</u>	<u>Title</u>	<u>Country</u>
<u>Address1</u>	<u>Address2</u>	<u>City</u>
<u>State</u>	<u>Zip</u>	<u>Phone</u>

Individual Contact Events

<u>Date</u>	<u>Comments</u>	<u>Attached Files</u>

[Add Event](#)

[Remove Event](#)

[Submit](#)

[Cancel](#)

FIG. 162

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)
[Inventory](#) [Inventory](#)

View Contact	
Company Name Company Name	
BellSouth Sub-entity Entity	
Type IP Group	
Events	
Date	Comments
	Attached Files
Contacts	
Name Title Address1 Address2 City State Country Zip Phone Comments	
Edit	

FIG. 163

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements](#)
[Searching/Reporting Contacts](#)

Add/Edit Contact	
Company Name <input type="text"/>	
BellSouth Sub-entity <input type="text"/>	
Type <input type="text"/> IP Group <input type="text"/>	
Events	
Date	Comments
<input type="text"/>	<input type="text"/>
<input type="button" value="Add Event"/> <input type="button" value="Remove Event"/>	
Contacts	

FIG. 164

<u>Contacts</u>									
<u>Name</u>	<u>Title</u>	<u>Address1</u>	<u>Address2</u>	<u>City</u>	<u>State</u>	<u>Country</u>	<u>Zip</u>	<u>Phone</u>	<u>Comments</u>
<div><div>Add Contact</div><div>Remove Contact</div></div>									
<div><div>Submit</div><div>Cancel</div></div>									

FIG. 165

FIG. 166

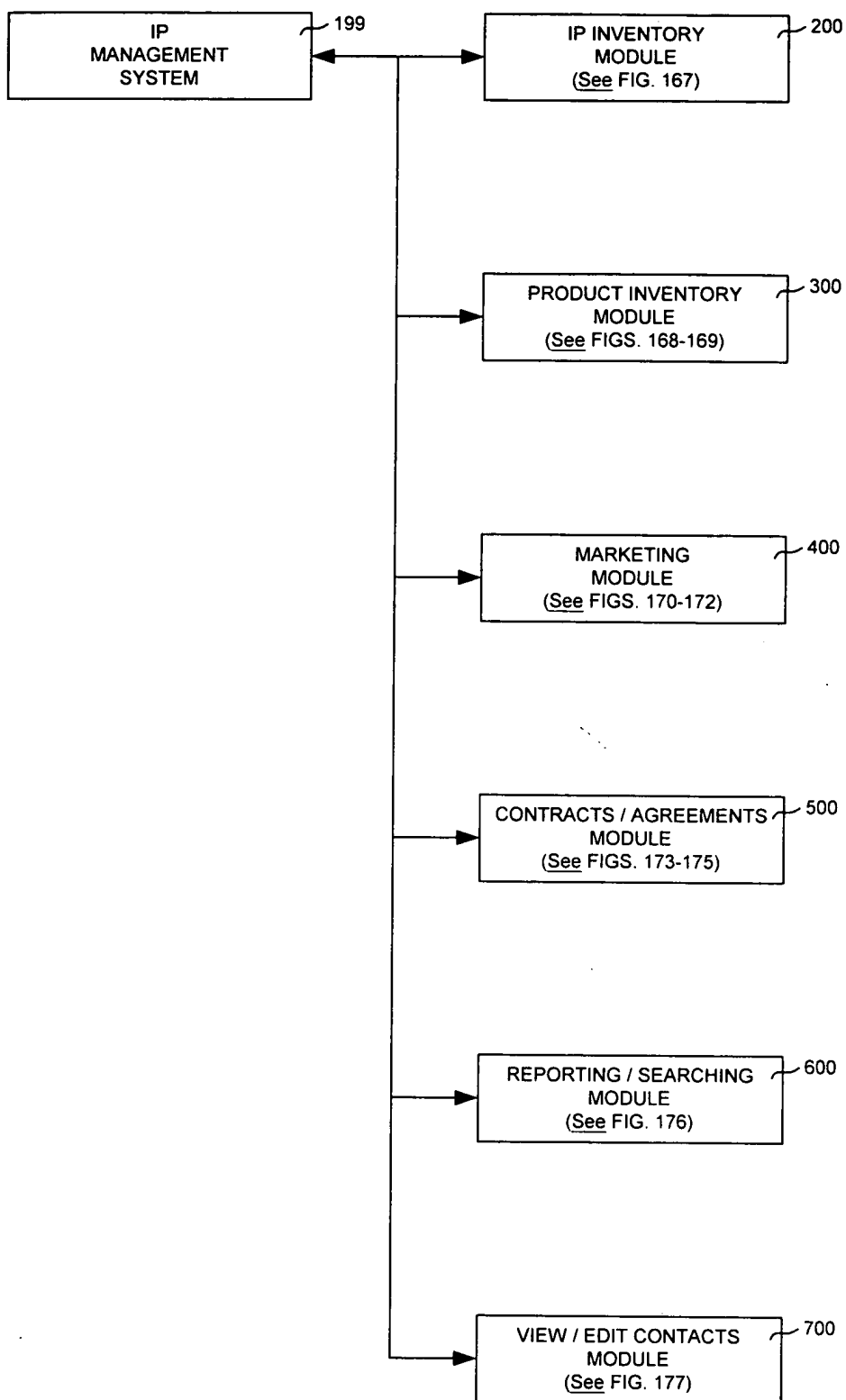


FIG. 166

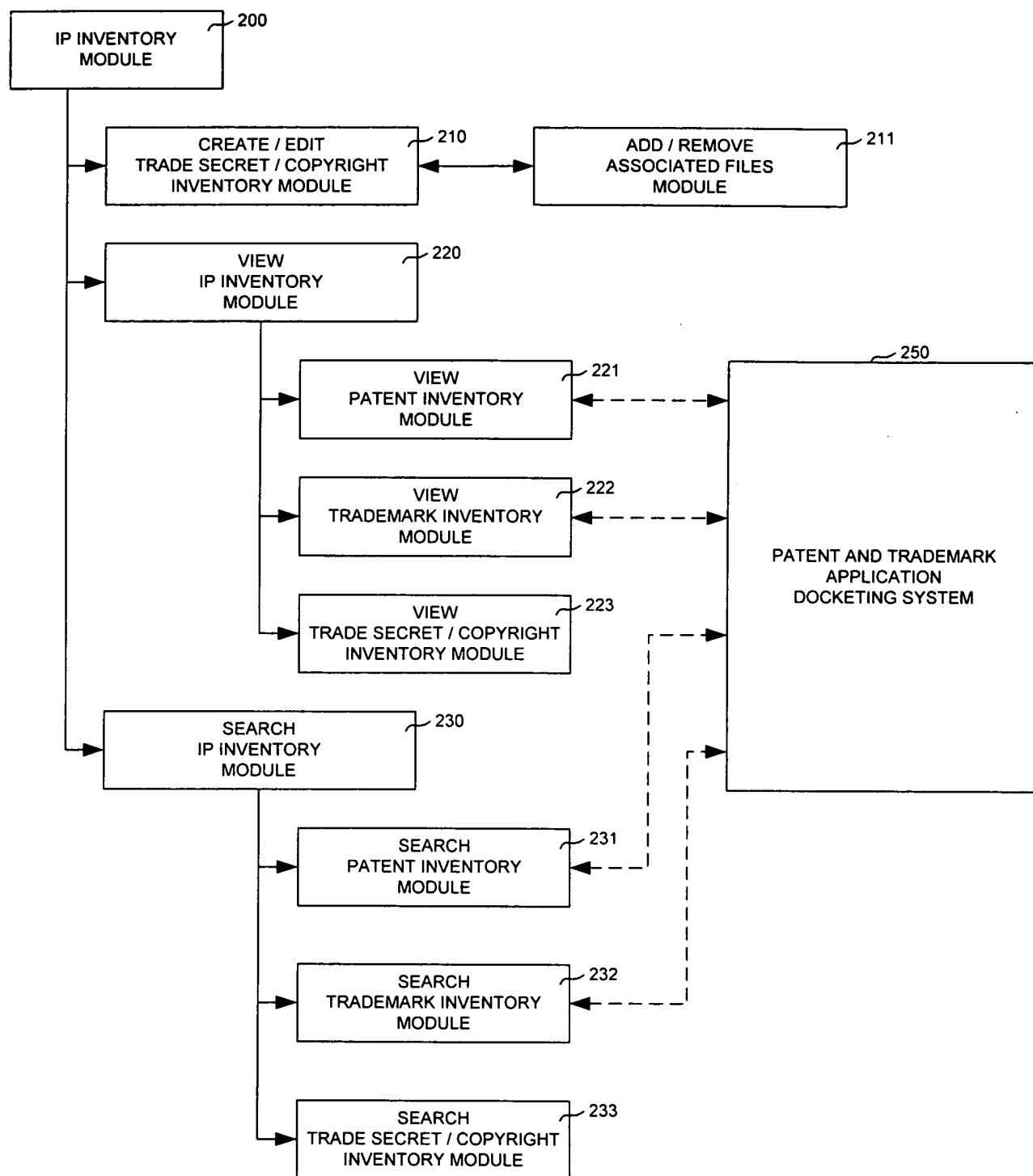


FIG. 167

0950154-041801

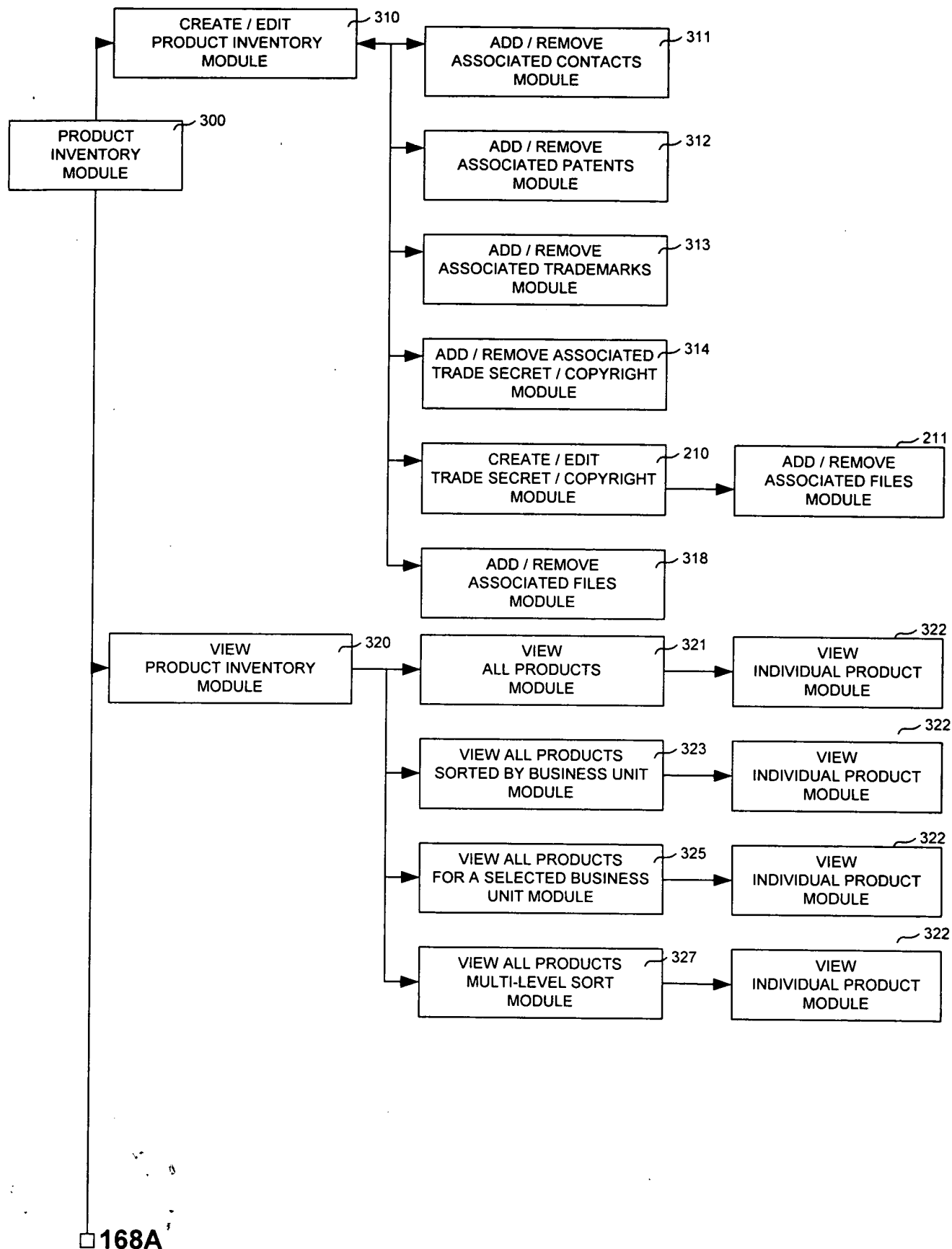


FIG. 168

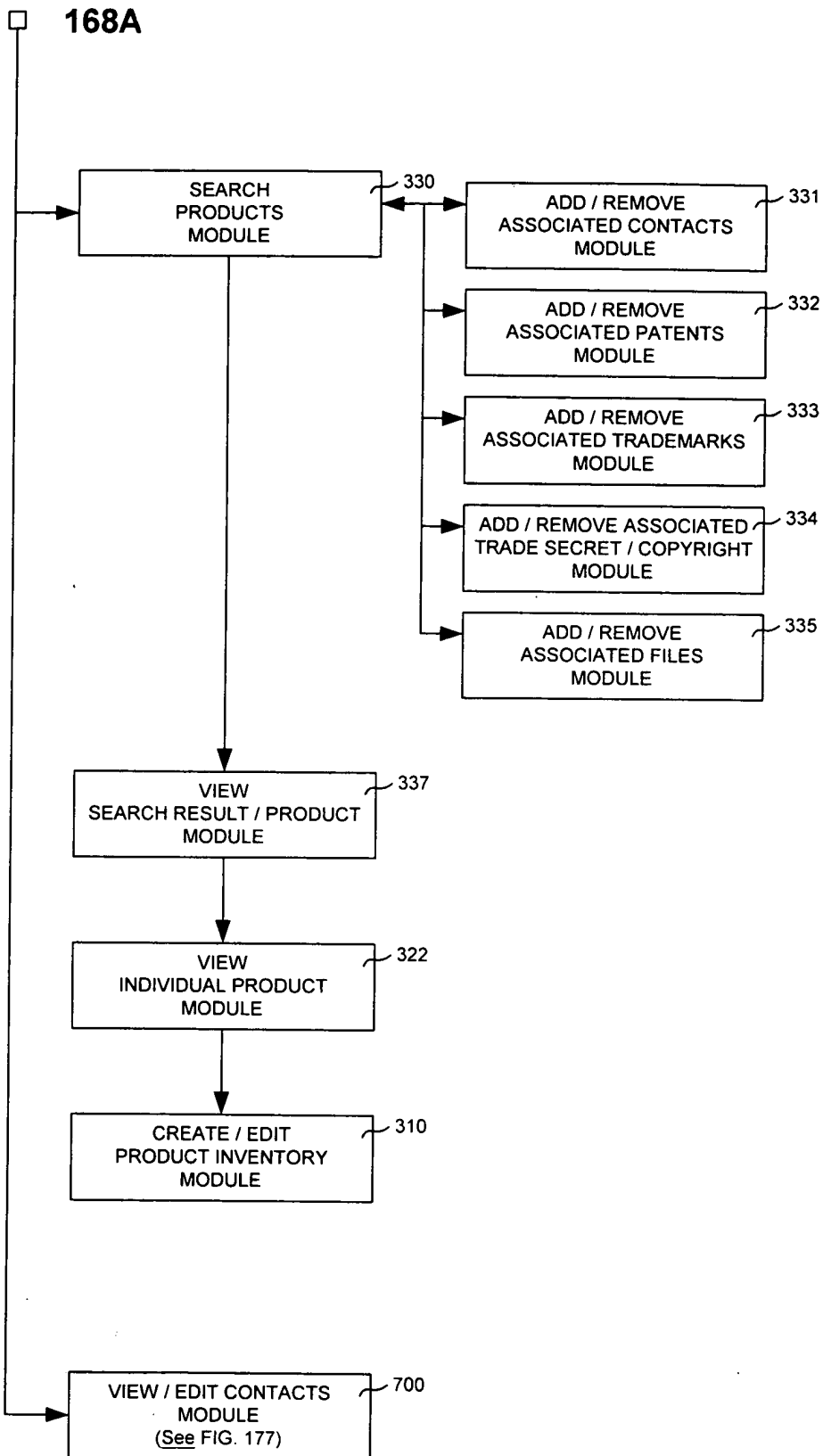


FIG. 169

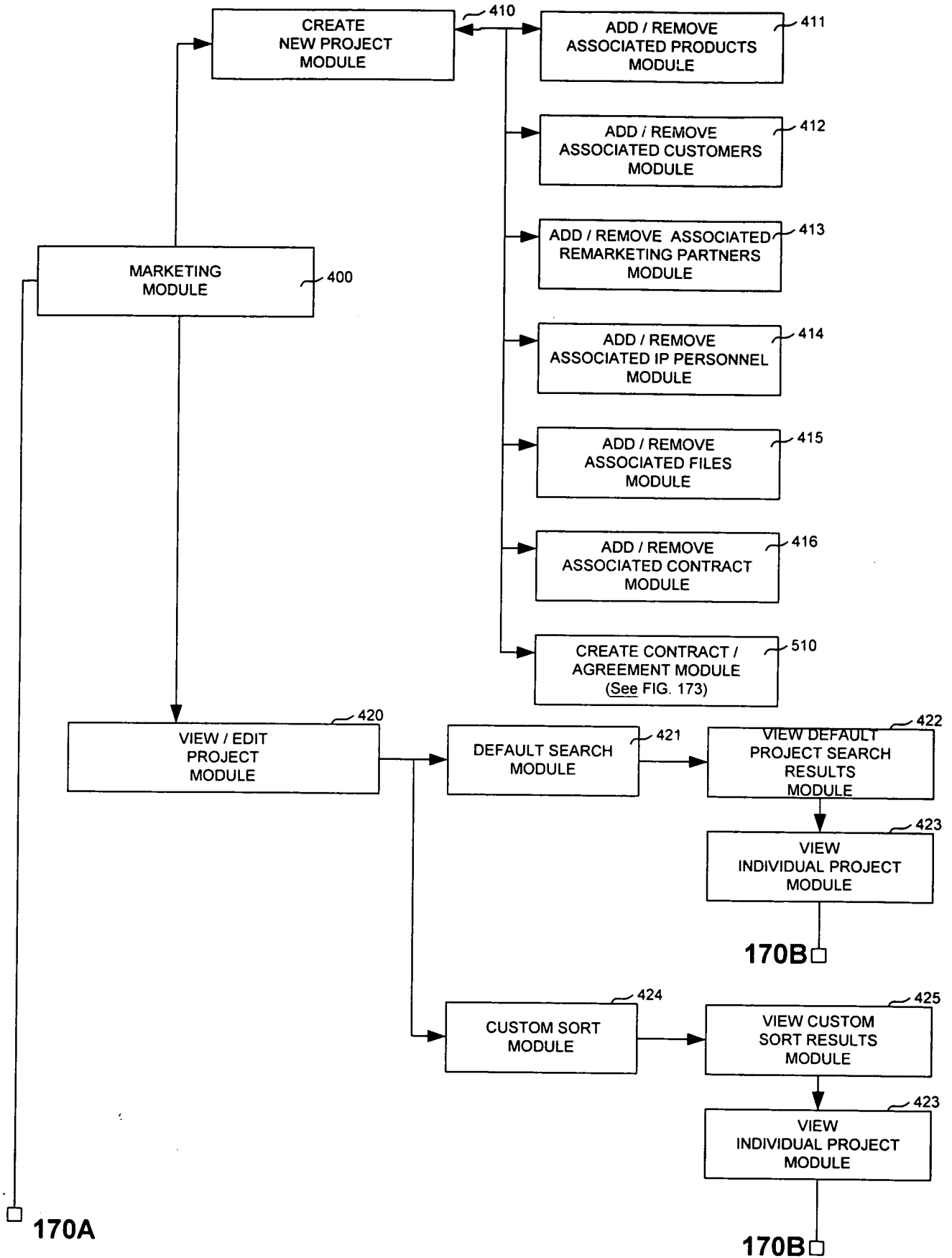


FIG. 170

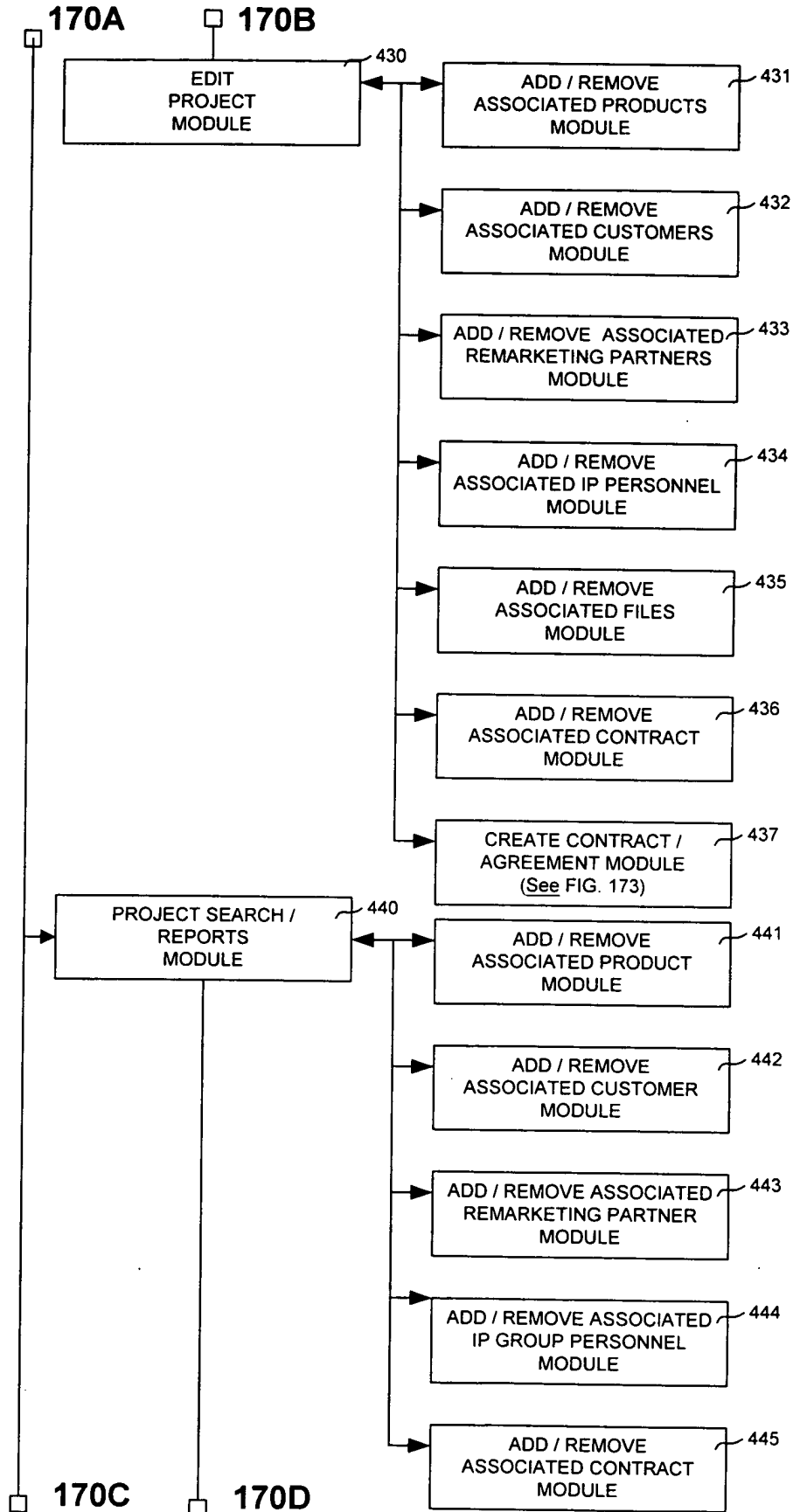


FIG. 171

FIG. 172

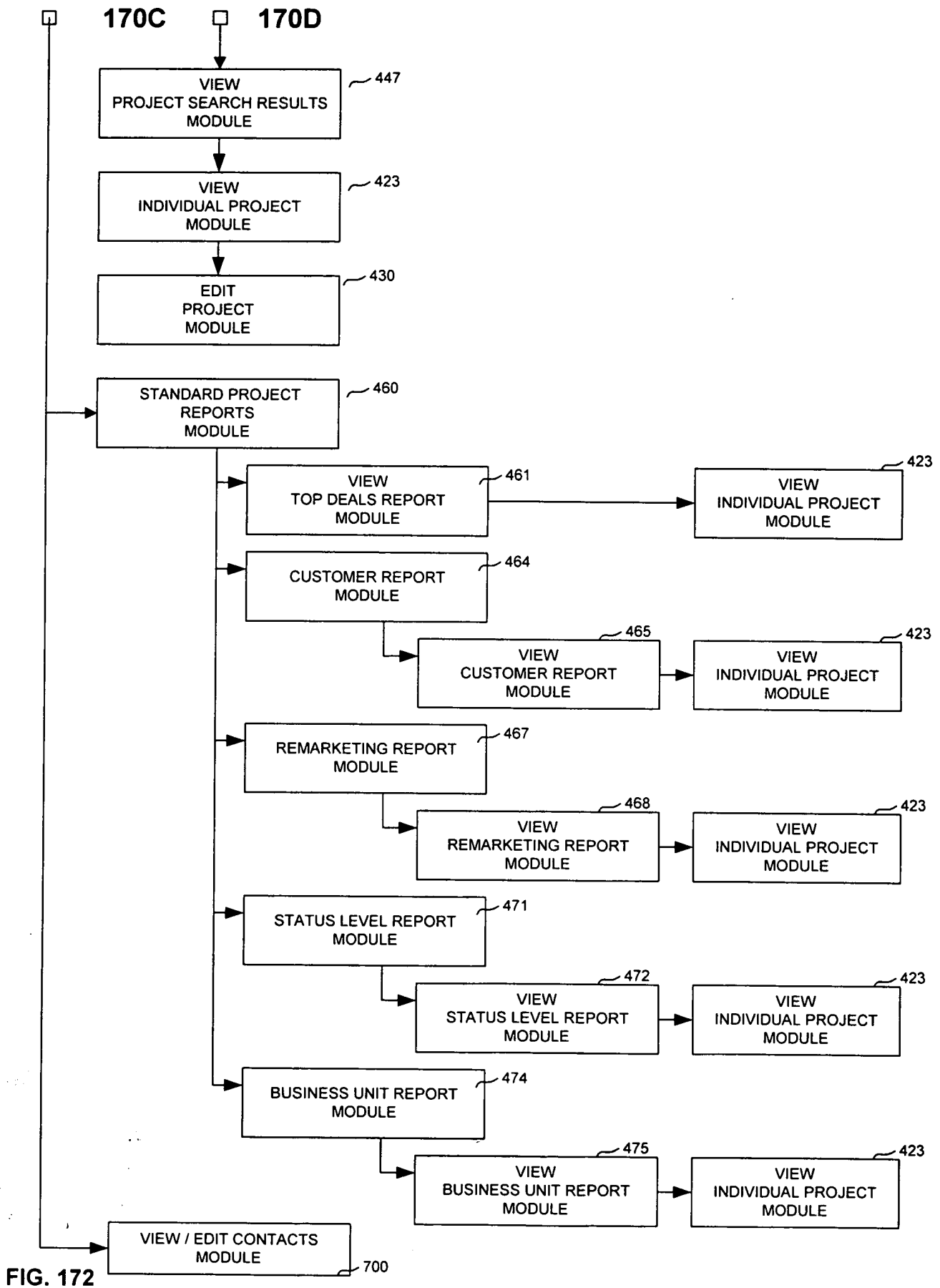


FIG. 172

09750154-041301

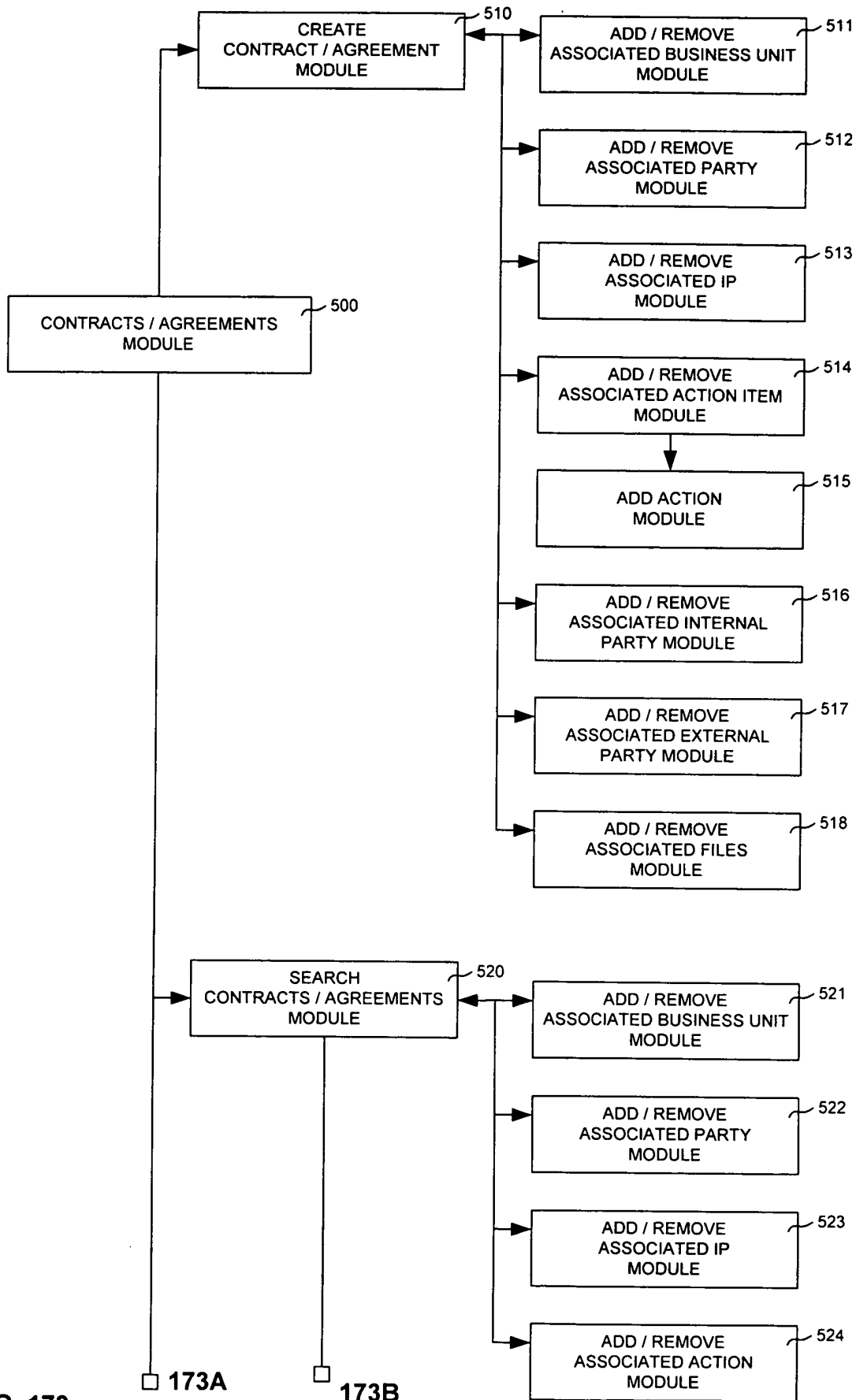


FIG. 173

FIG. 174

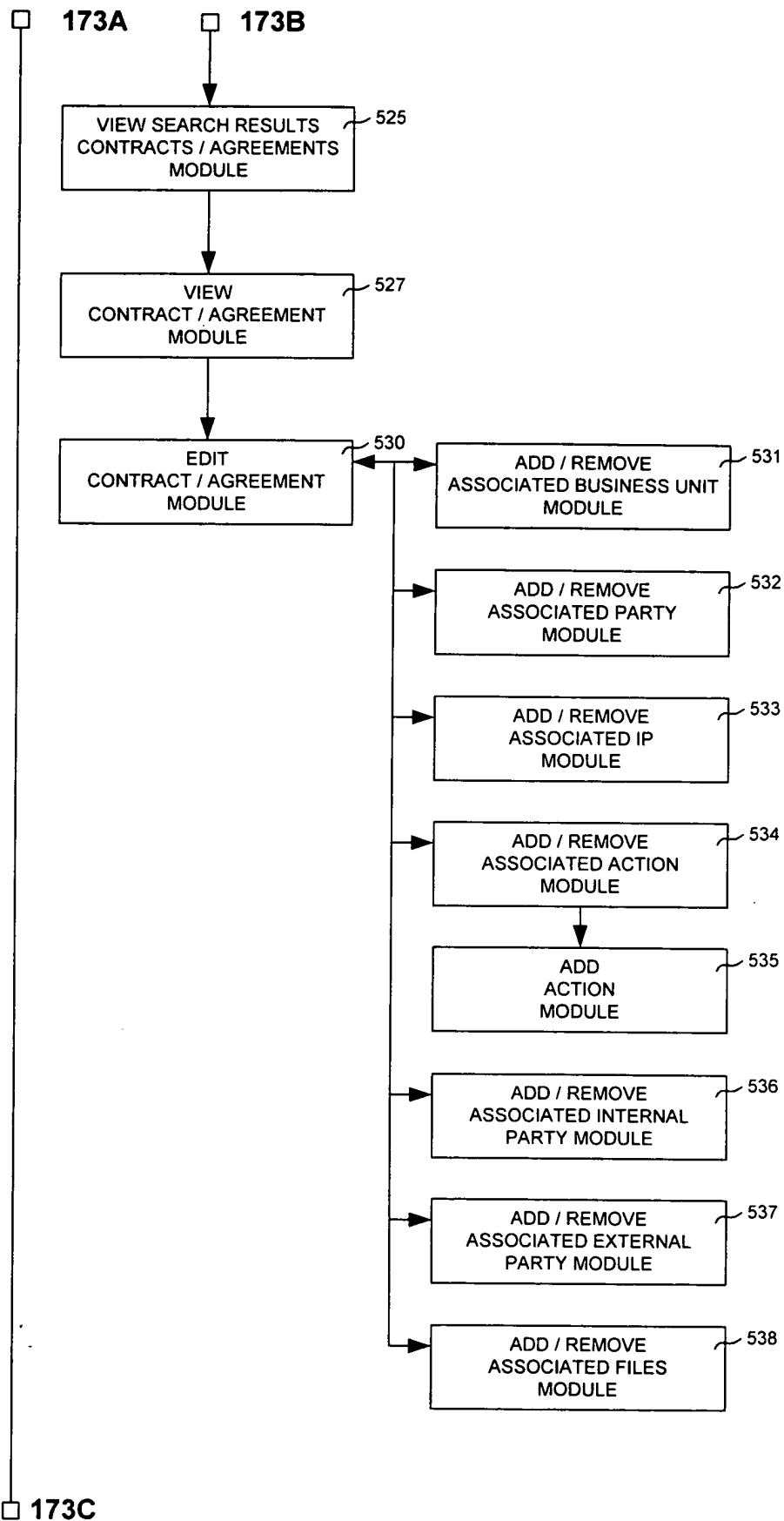


FIG. 174

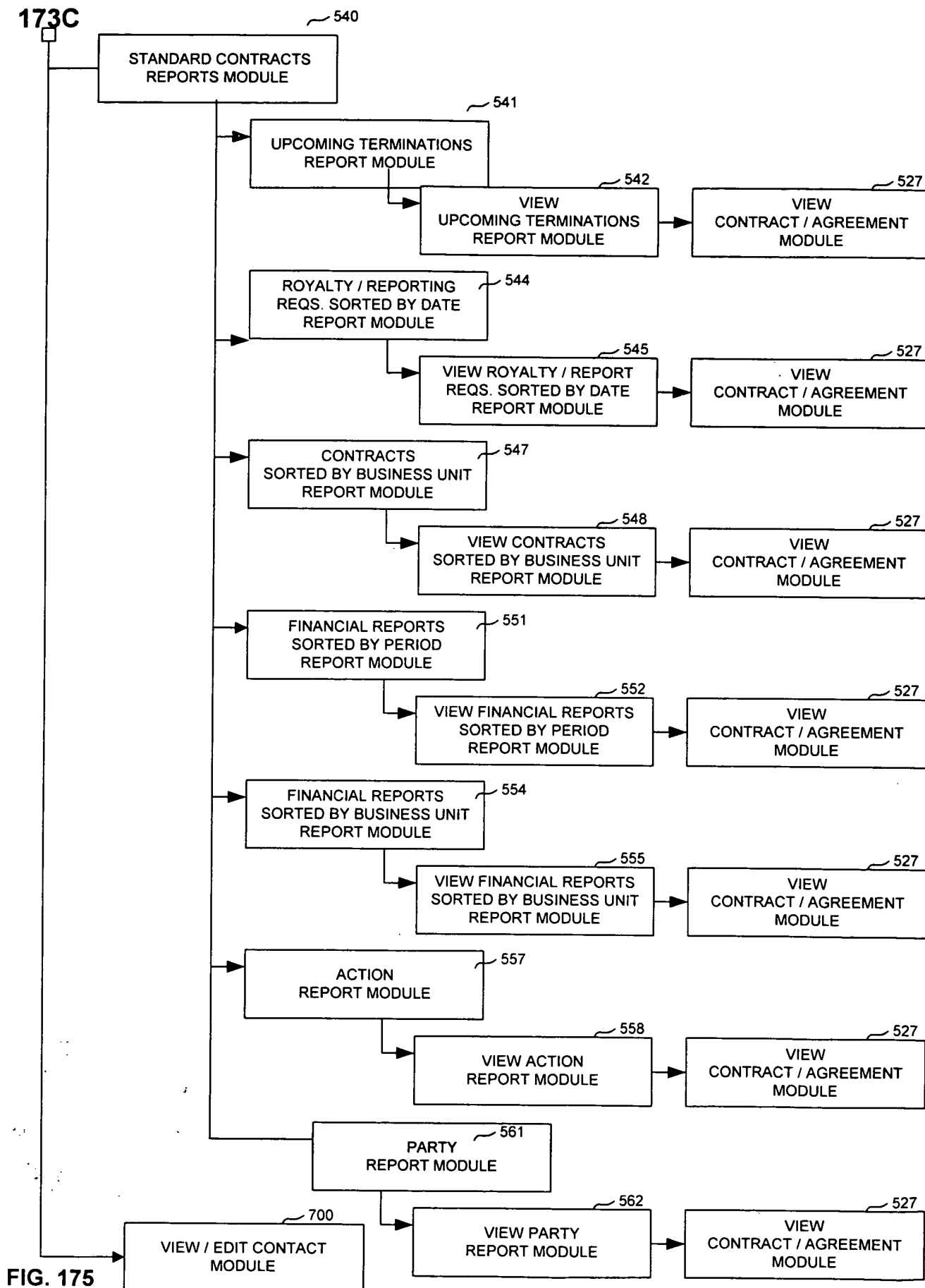


FIG. 175

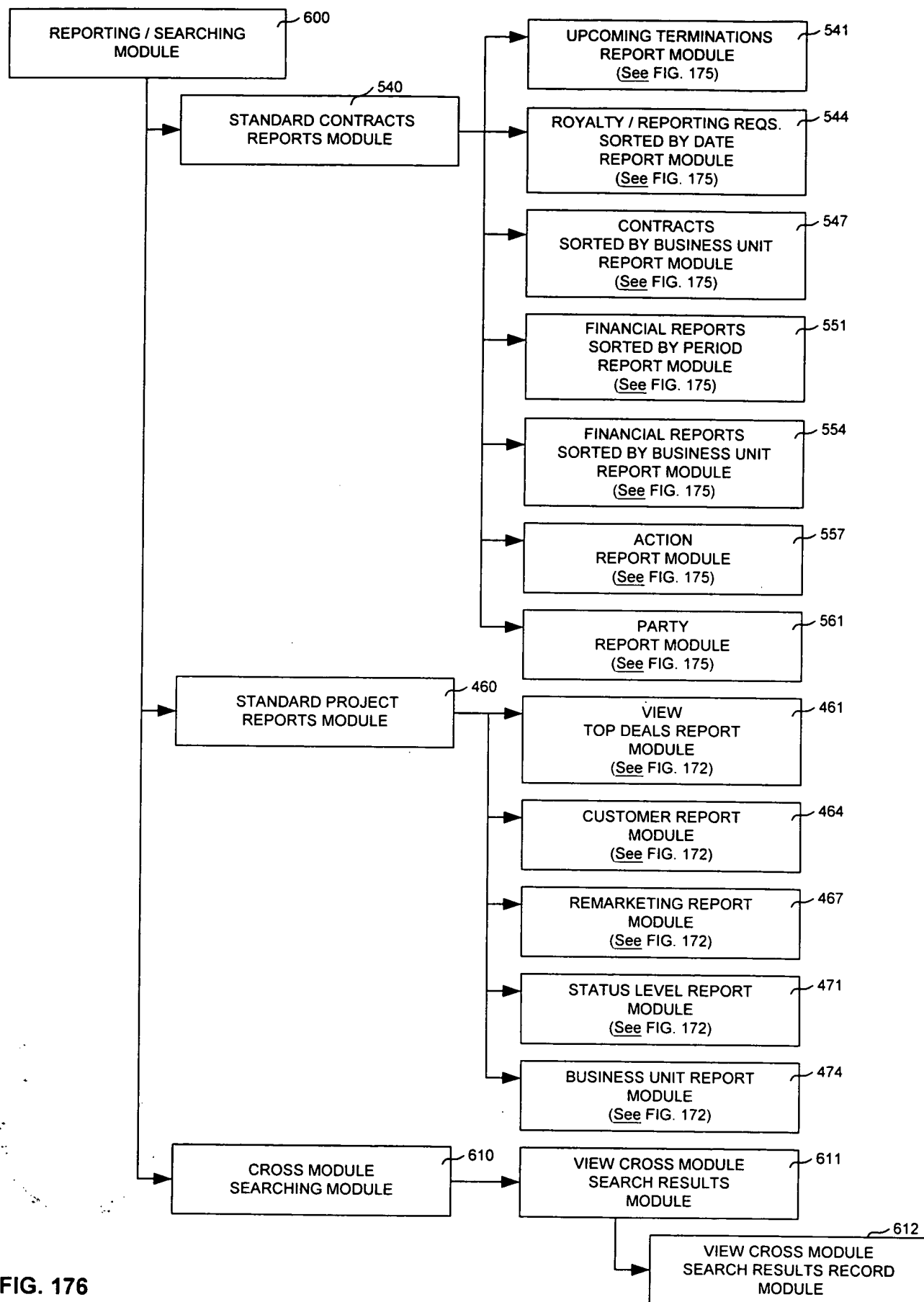


FIG. 176

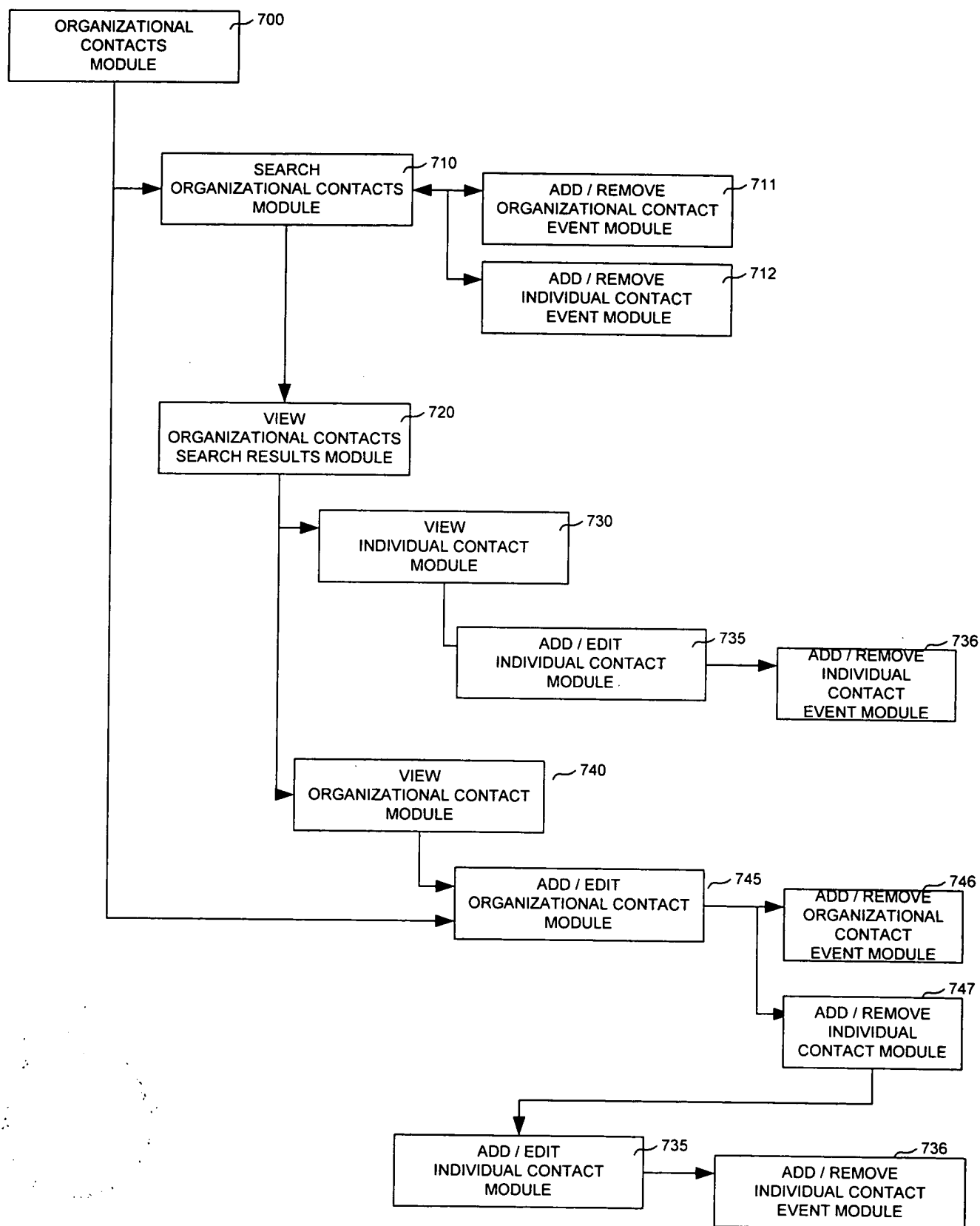


FIG. 177

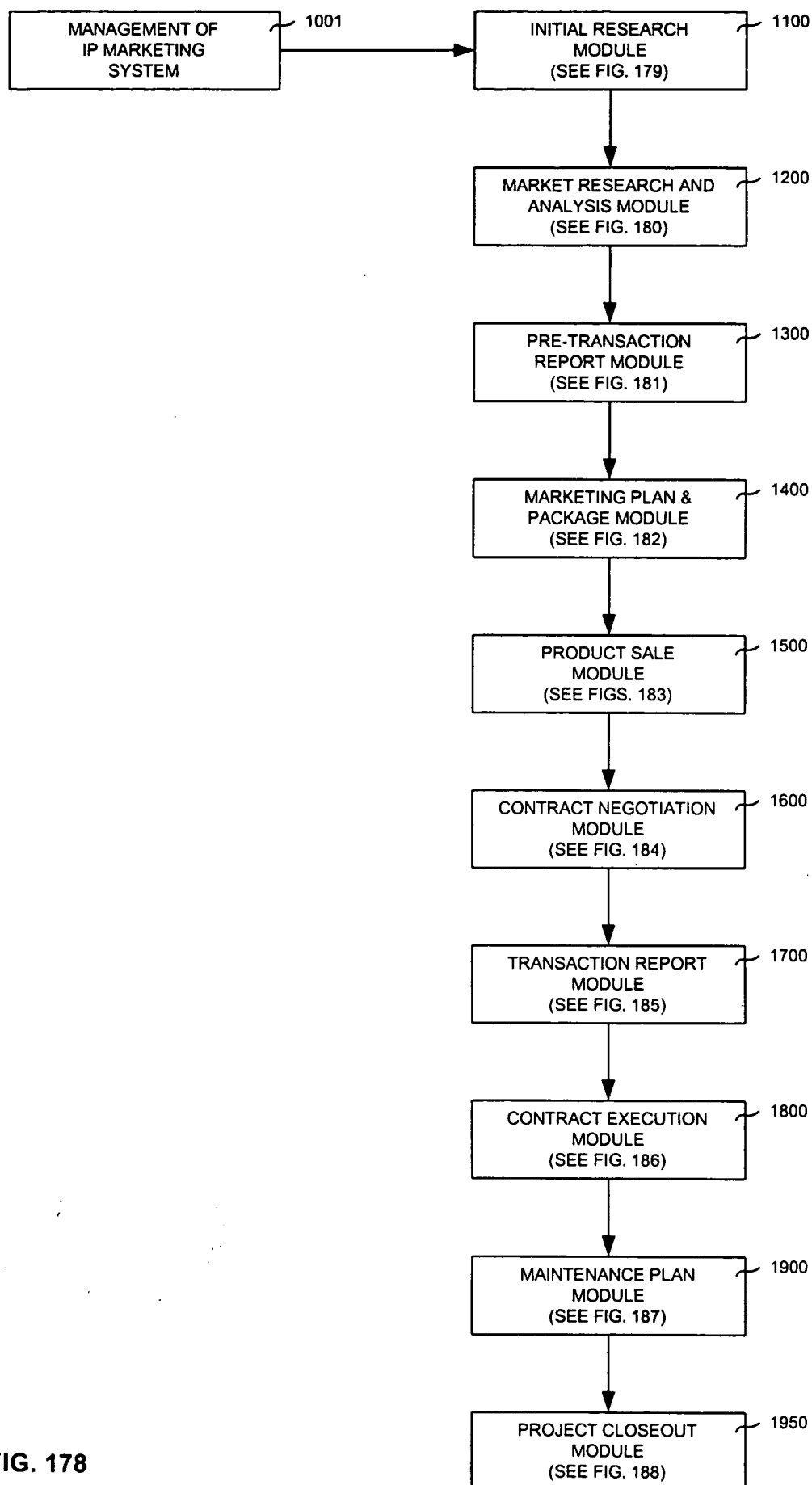


FIG. 178

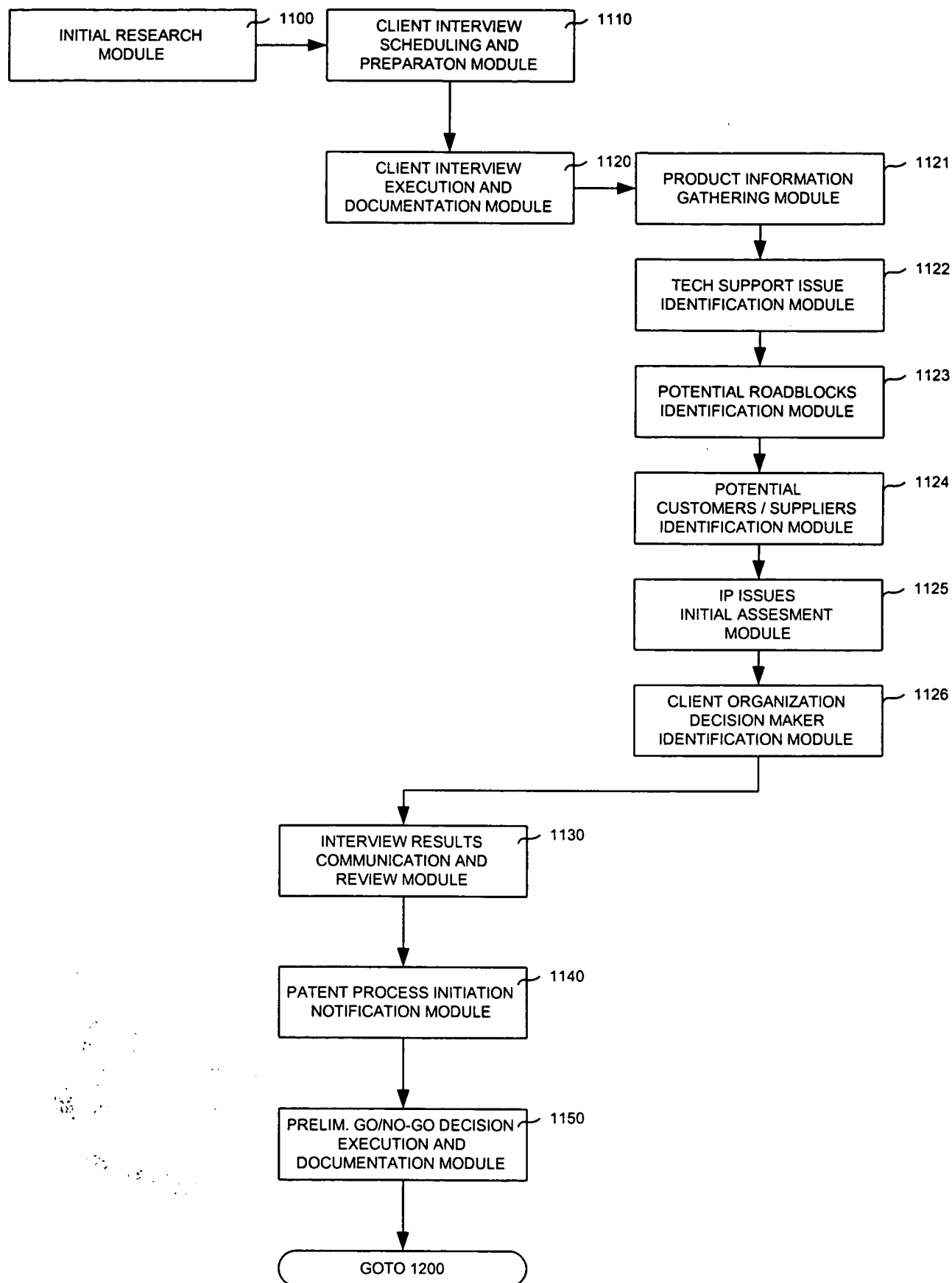


FIG. 179

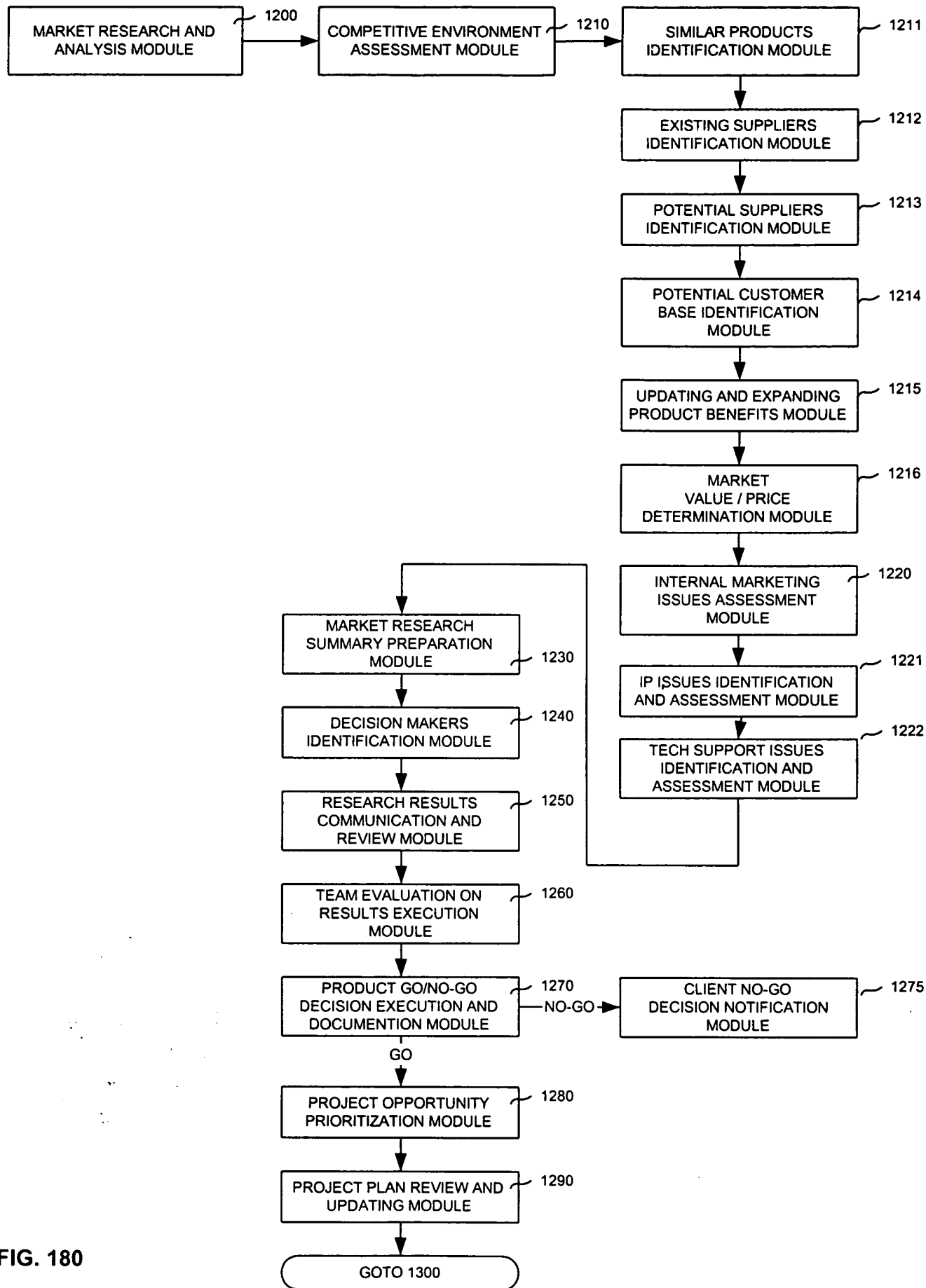


FIG. 180

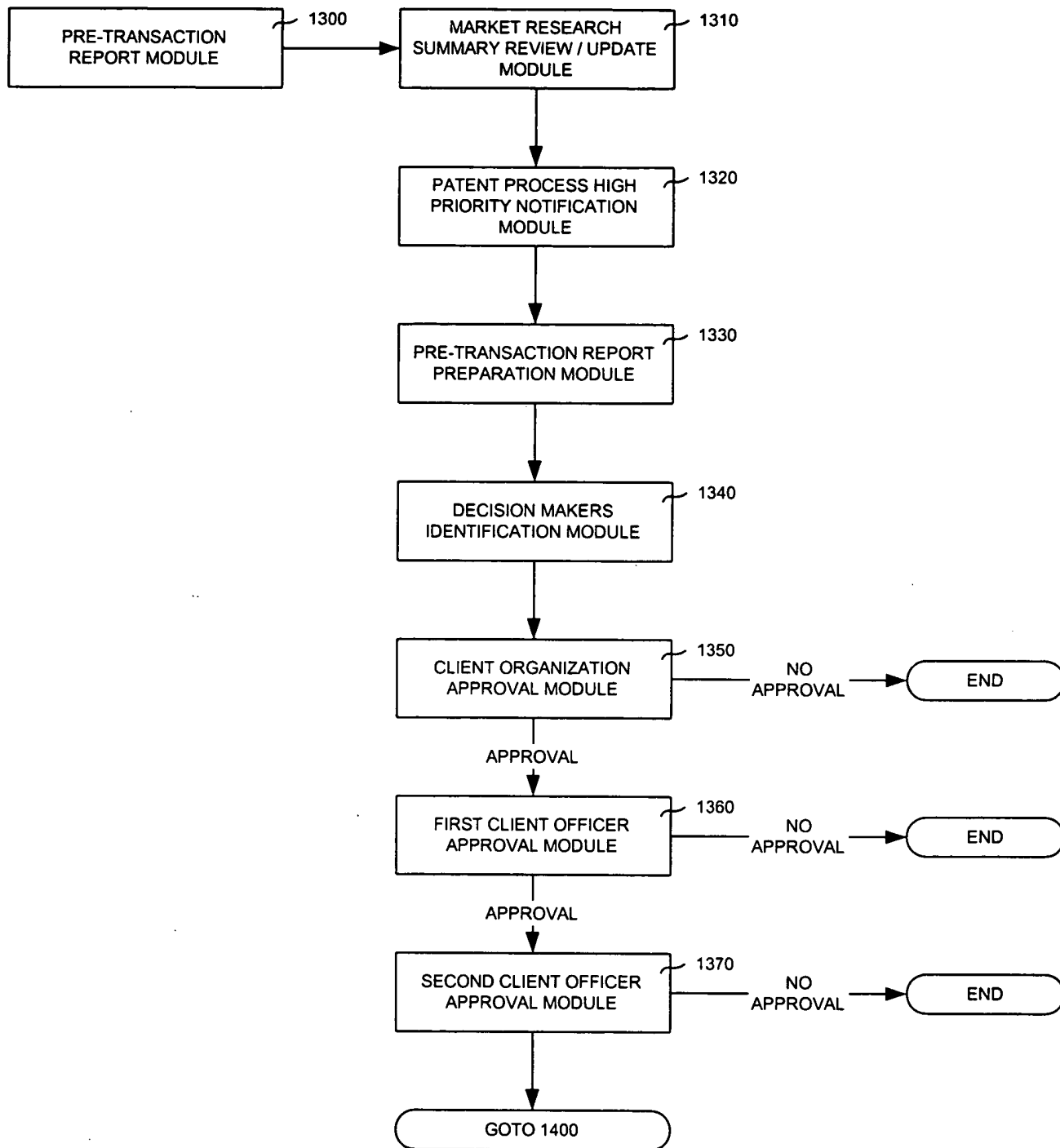


FIG. 181

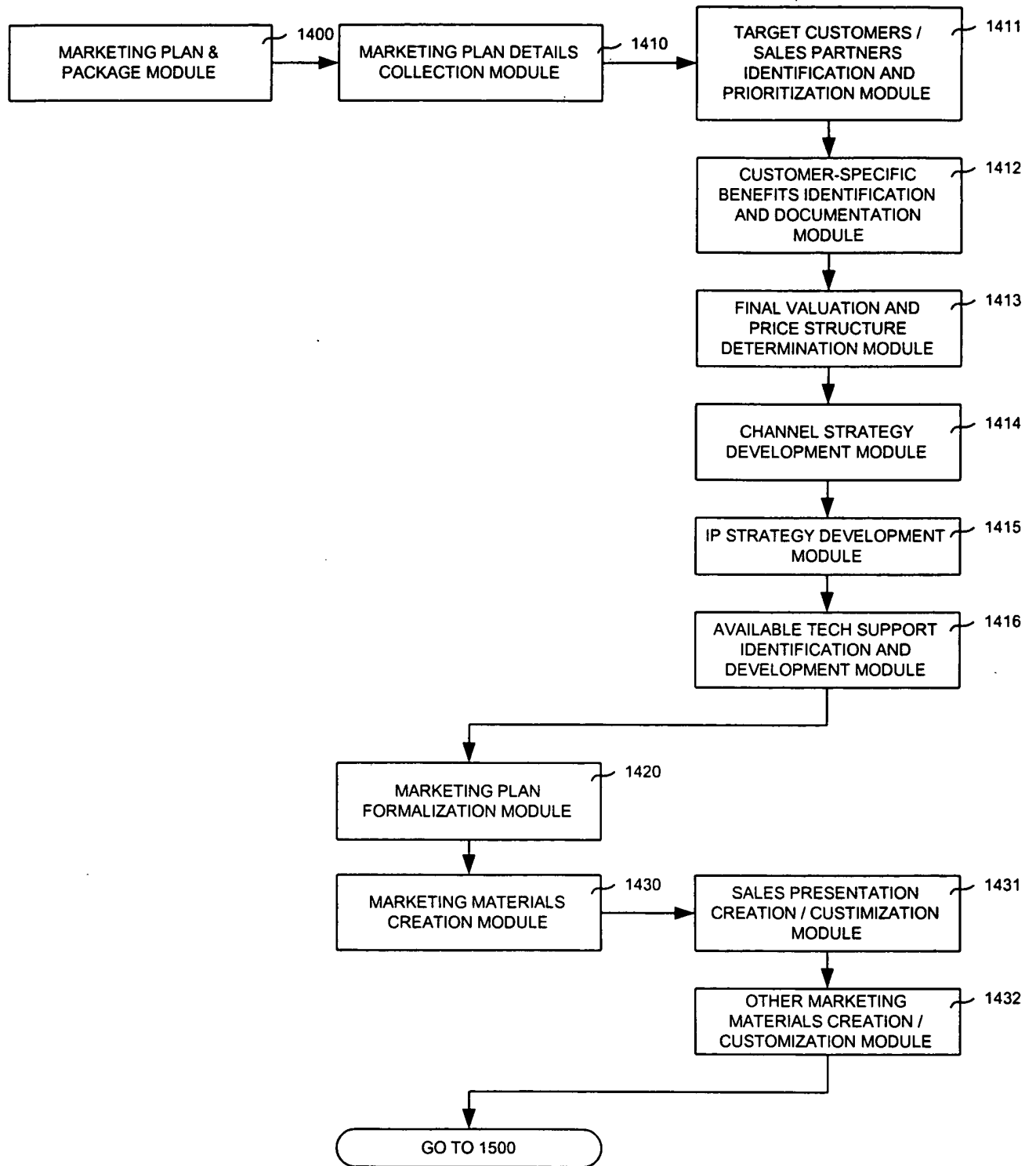


FIG. 182

FIG. 183

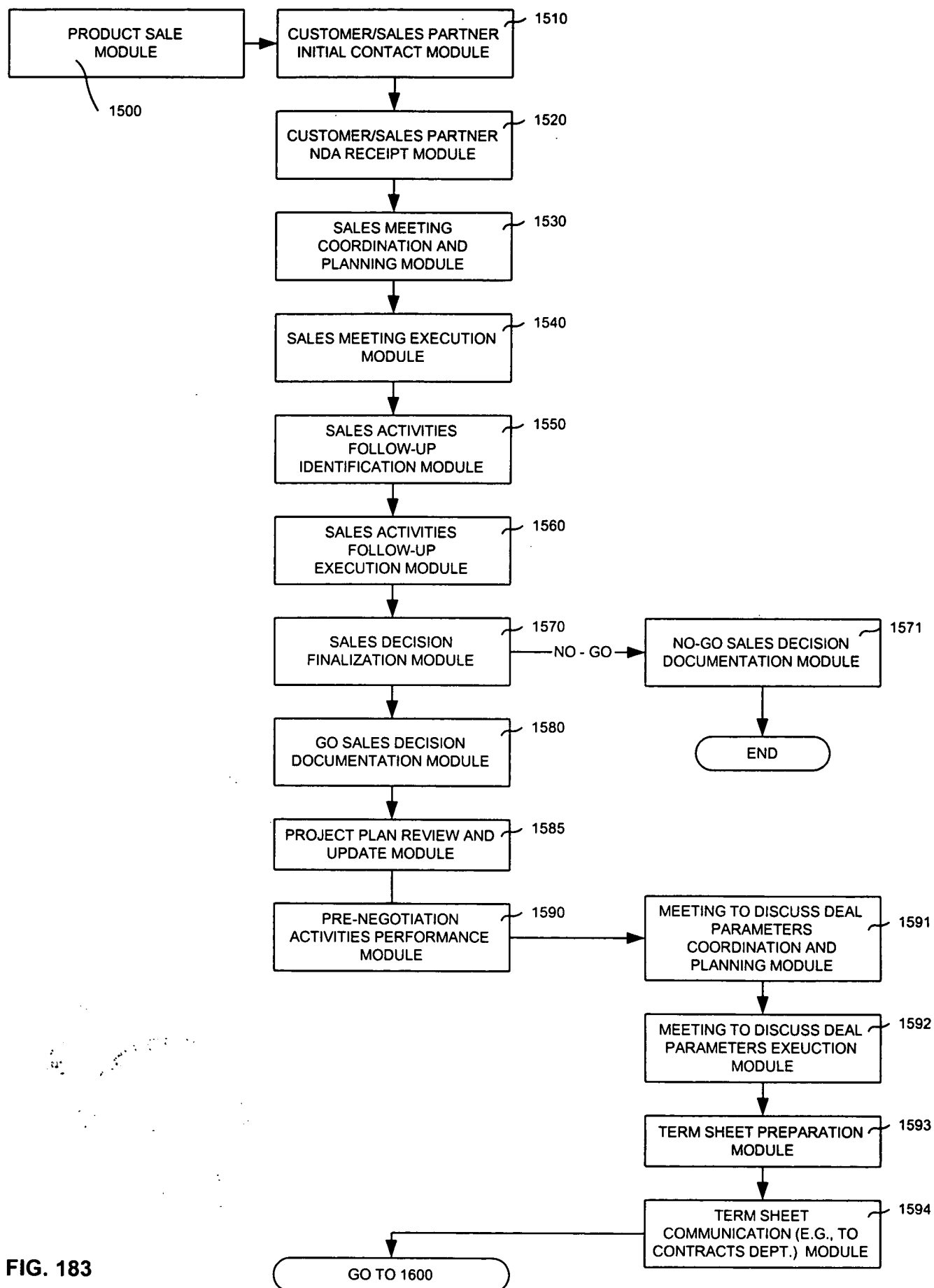
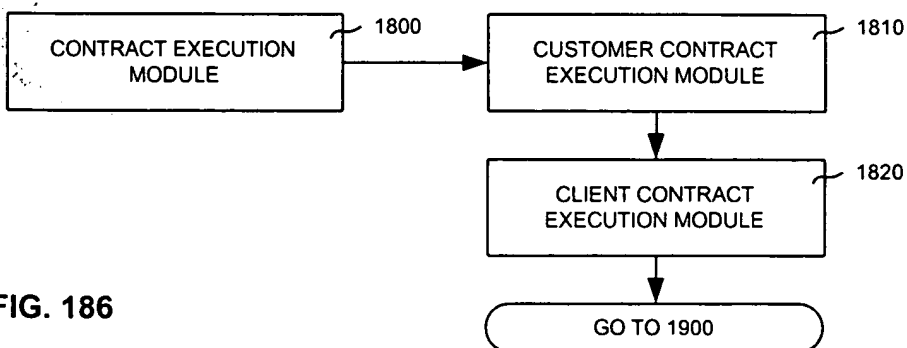
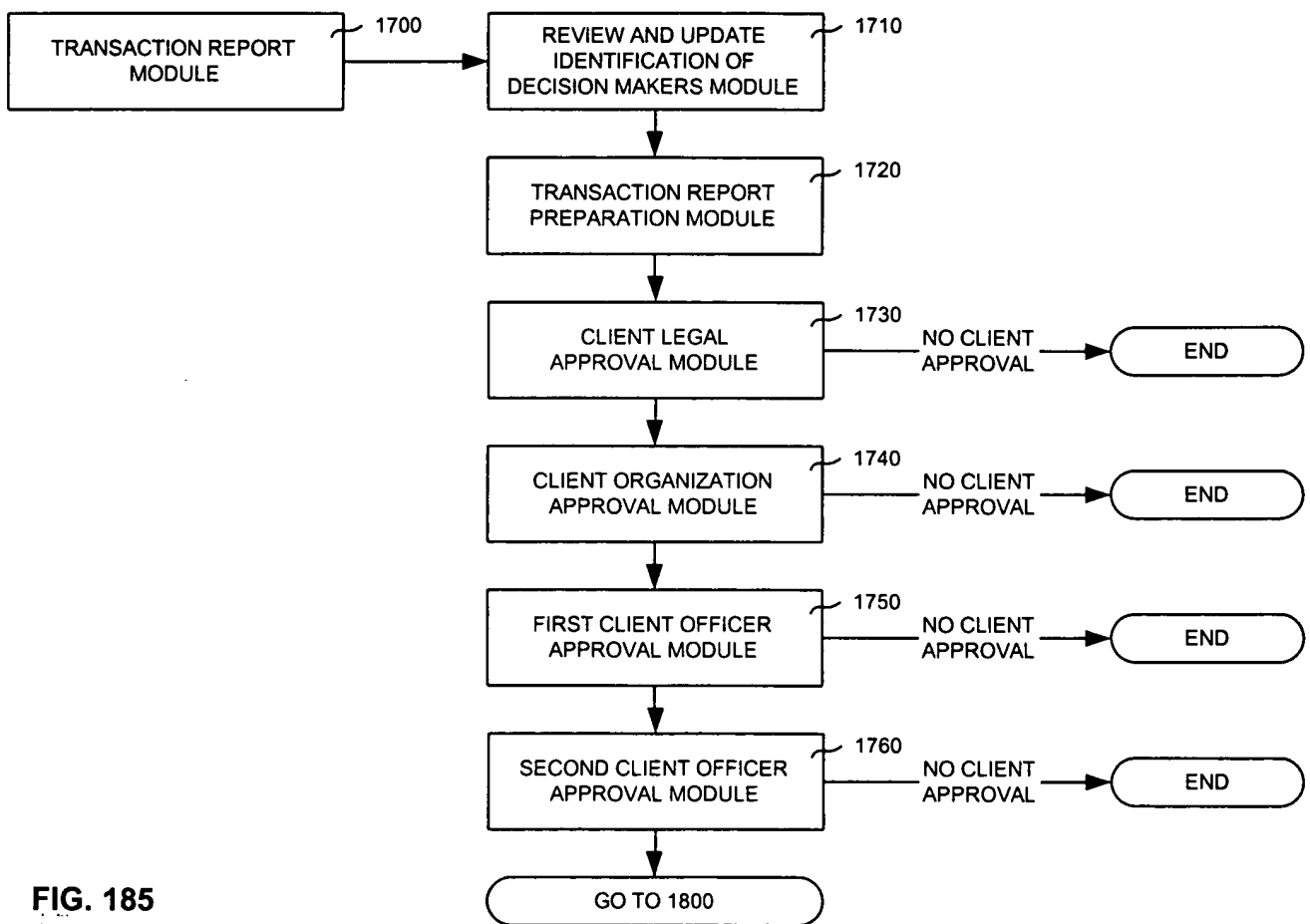
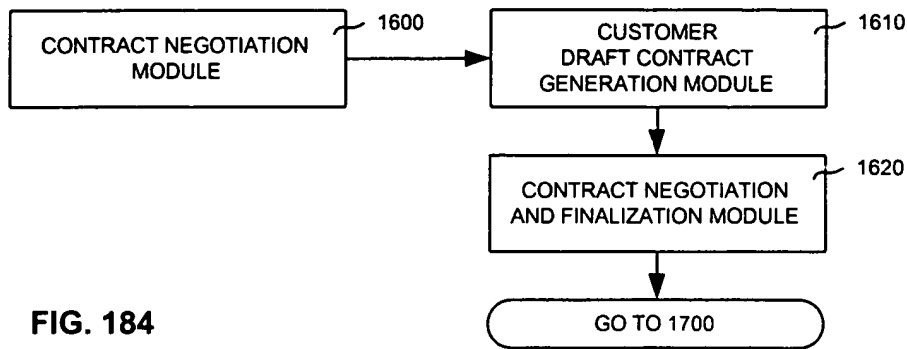
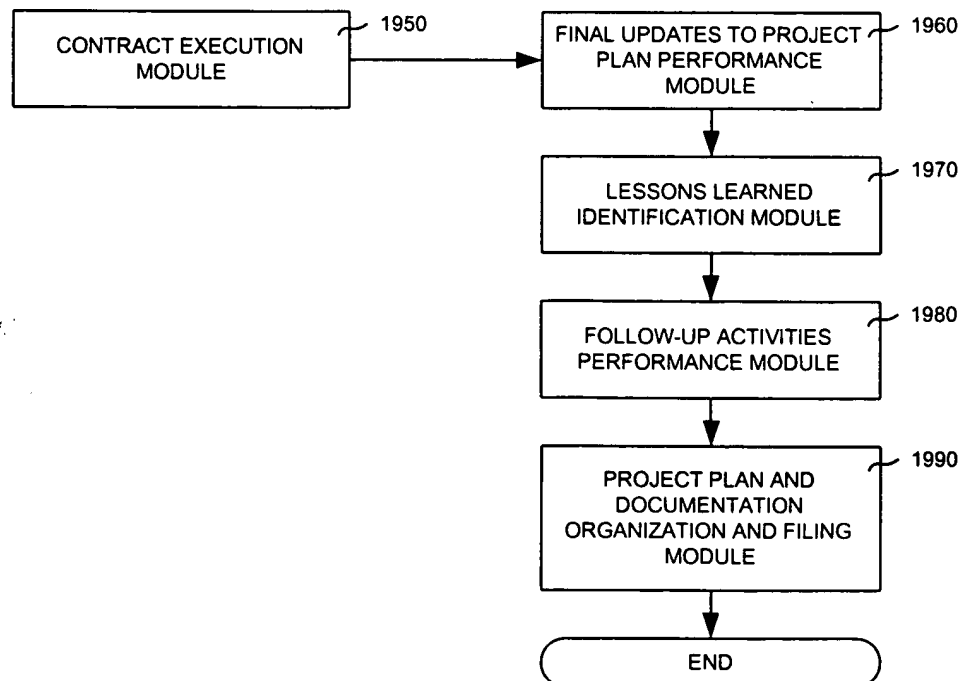
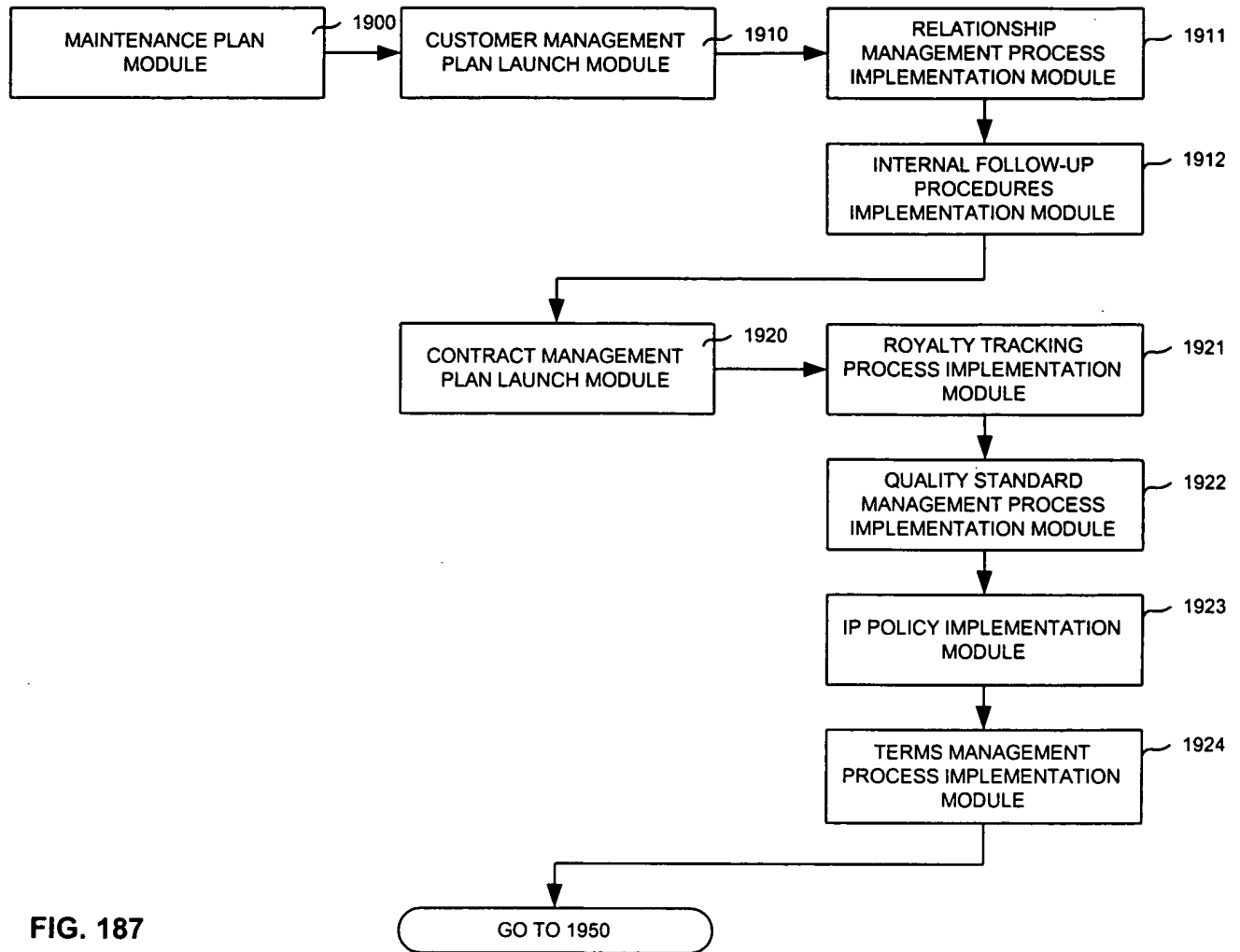


FIG. 183





Project Template Project Plan										
ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources
1	1	Conduct initial research	5 days	Mon 1/3/00	Fri 1/7/00			0%	No	Product Mgr
13	2	Conduct market research and analysis	10 days	Mon 1/10/00	Fri 1/21/00			0%	No	Mktg Analyst
31	3	Complete and approve pre-transaction report (PTR)	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Product Mgr
39	4	Develop marketing plan & package	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Mktg/Sales Rep
51	5	Sell product	50 days	Mon 2/14/00	Fri 4/21/00			0%	No	Mktg/Sales Rep
68	6	Negotiate contract	50 days	Mon 4/24/00	Fri 6/30/00			0%	No	Contract Mgr
69	7	Complete & approve transaction report (TR)	15 days	Mon 7/3/00	Fri 7/21/00			0%	No	Contract Mgr
78	8	Execute contract	10 days	Mon 7/24/00	Fri 8/4/00			0%	No	Contract Mgr
79	9	Set up maintenance plan	5 days	Mon 8/7/00	Fri 8/11/00		89	0%	No	Mktg/Sales Rep
88	10	Close out project	5 days	Mon 8/14/00	Fri 8/18/00			0%	Yes	Project Lead

FIG. 189

Project Template Project Plan	
51	Sell product
52	At this point, duplicate project plan for each target customer for the specified product.
53	Close out project
54	Project may potentially end any one of several points within project plan. Must complete close out tasks at where ever project end falls within project plan.
FIG. 190	
Project Template, Draft - Mon 3/27/00	
Page 2 of 2	

Project Template Project Plan											
ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Deliv	Resources	
1	1	Conduct initial research	5 days	Mon 1/3/00	Fri 1/7/00			0%	No	Product Mgr	
2	1.1	Schedule & prepare for client interview	1 day	Mon 1/3/00	Mon 1/3/00		3	0%	No	Product Mgr	
3	1.2	Conduct & document client interview	1 day	Tue 1/4/00	Tue 1/4/00	2	10,11	0%	No	Product Mgr	
4	1.2.1	Gather product information	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr	
5	1.2.2	ID tech support issues	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr	
6	1.2.3	ID potential roadblocks	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr	
7	1.2.4	ID potential customers/suppliers	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr	
8	1.2.5	Perform initial assessment of IP issues	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr	
9	1.2.6	ID client organization decision makers	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr	
10	1.3	Communicate and review interview results	2 days	Wed 1/5/00	Thu 1/6/00	3	12	0%	No	Product Mgr	
11	1.4	Notify /PMAA/ to begin patent process	1 day	Wed 1/5/00	Wed 1/5/00	3		0%	Yes	Product Mgr	
12	1.5	Make & document prelim go/no-go decision	1 day	Fri 1/7/00	Fri 1/7/00	10	25,14,21	0%	Yes	Product Mgr	
13	2	Conduct market research and analysis	10 days	Mon 1/10/00	Fri 1/21/00			0%	No	Mktg Analyst	
14	2.1	Assess competitive environment	4 days	Mon 1/10/00	Thu 1/13/00	12	24	0%	No	Mktg Analyst	
15	2.1.1	ID similar products	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst	
16	2.1.2	ID existing suppliers	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst	
17	2.1.3	ID potential suppliers	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst	
18	2.1.4	ID potential customer base	4 days	Mon 1/10/00	Thu 1/13/00		41	0%	No	Mktg Analyst	
19	2.1.5	Update & expand product benefits	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst	
20	2.1.6	Determine market value/price	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst	
21	2.2	Assess internal marketing issues	4 days	Mon 1/10/00	Thu 1/13/00	12	24	0%	No	Product Mgr	
22	2.2.1	ID & assess IP issues	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Product Mgr	
23	2.2.2	ID & assess tech support issues	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Product Mgr	

Project Template Project Plan											
ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources	
24	2.3	Prepare market research summary	1 day	Fri 1/14/00	Fri 1/14/00	14,21	28	0%	Yes	Mktg Analyst	
25	2.4	ID decision makers	1 day	Mon 1/10/00	Mon 1/10/00	12	28	0%	Yes	Product Mgr	
26	2.5	Communicate and review research results	2 days	Mon 1/17/00	Tue 1/18/00	24,25	27	0%	No	Mktg Analyst	
27	2.6	Conduct team evaluation on results	1 day	Wed 1/19/00	Wed 1/19/00	28	28	0%	No	Product Mgr	
28	2.7	Make & document product go/no go decision	1 day	Thu 1/20/00	Thu 1/20/00	27	29,30	0%	Yes	Product Mgr	
29	2.8	Prioritize project opportunity or notify client of no go decision	1 day	Fri 1/21/00	Fri 1/21/00	28	41,34,35,32,33,4	0%	Yes	Product Mgr	
30	2.9	Review & update project plan	1 day	Fri 1/21/00	Fri 1/21/00	28		0%	Yes	Product Mgr	
31	3	Complete and approve pre-transaction report (PTR)	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Product Mgr	
32	3.1	Review/update market research summary	1 day	Mon 1/24/00	Mon 1/24/00	29		0%	Yes	Mktg Analyst	
33	3.2	Notify IP/MA/VP potential sale/move patent process into high priority	1 day	Mon 1/24/00	Mon 1/24/00	29		0%	No	Product Mgr	
34	3.3	Prepare PTR	5 days	Mon 1/24/00	Fri 1/28/00	29	36	0%	Yes	Product Mgr	
35	3.4	ID decision makers	1 day	Mon 1/24/00	Mon 1/24/00	29		0%	Yes	Product Mgr	
36	3.5	Gain client organization approval	4 days	Mon 1/31/00	Thu 2/3/00	34	37	0%	Yes	Product Mgr	
37	3.6	Gain VP Corporate Development approval	3 days	Fri 2/4/00	Tue 2/8/00	36	38	0%	Yes	Product Mgr	
38	3.7	Gain VP CIO approval	3 days	Wed 2/9/00	Fri 2/11/00	37	52	0%	Yes	Product Mgr	
39	4	Develop marketing plan & package	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Mktg/Sales Rep	
40	4.1	Gather marketing plan details	5 days	Mon 1/24/00	Fri 1/28/00	29	47	0%	No	Mktg/Sales Rep	
41	4.1.1	ID & prioritize target customer(s)/sales partners	5 days	Mon 1/24/00	Fri 1/28/00	18,29		0%	Yes	Mktg/Sales Rep	
42	4.1.2	ID & document customer-specific benefits	5 days	Mon 1/24/00	Fri 1/28/00			0%	Yes	Mktg/Sales Rep	
43	4.1.3	Determine final valuation & price structure	5 days	Mon 1/24/00	Fri 1/28/00			0%	Yes	Mktg Analyst	
44	4.1.4	Develop channel strategy	5 days	Mon 1/24/00	Fri 1/28/00			0%	Yes	Mktg/Sales Rep	
45	4.1.5	Develop IP strategy	5 days	Mon 1/24/00	Fri 1/28/00			0%	No	Mktg/Sales Rep	
46	4.1.6	ID & develop available tech support	5 days	Mon 1/24/00	Fri 1/28/00			0%	No	Mktg/Sales Rep	

Project Template Project Plan										
ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources
47	4.2	Formalize marketing plan	5 days	Mon 1/31/00	Fri 2/4/00	40	50,49	0%	Yes	Mktg/Sales Rep
48	4.3	Create marketing materials	5 days	Mon 2/7/00	Fri 2/11/00			0%	No	Product Mgr
49	4.3.1	Create/customize sales presentation	5 days	Mon 2/7/00	Fri 2/11/00	47		0%	Yes	Product Mgr
50	4.3.2	Create/customize other marketing materials	5 days	Mon 2/7/00	Fri 2/11/00	47		0%	Yes	Product Mgr
51	5	Sell product	50 days	Mon 2/14/00	Fri 4/21/00			0%	No	Mktg/Sales Rep
52	5.1	Make initial contact with customer(s)/sales partners	3 days	Mon 2/14/00	Wed 2/16/00	38	53	0%	Yes	Mktg/Sales Rep
53	5.2	Obtain NDA from customer/sales partner	5 days	Thu 2/17/00	Wed 2/23/00	52	54	0%	Yes	Mktg/Sales Rep
54	5.3	Coordinate & plan sales meeting	10 days	Thu 2/24/00	Wed 3/8/00	53	55	0%	Yes	Mktg/Sales Rep
55	5.4	Conduct sales meeting	1 day	Thu 3/9/00	Thu 3/9/00	54	56	0%	No	Mktg/Sales Rep
56	5.5	ID follow-up sales activities	1 day	Fri 3/10/00	Fri 3/10/00	55	57	0%	Yes	Mktg/Sales Rep
57	5.6	Perform follow-up sales activities	5 days	Mon 3/13/00	Fri 3/17/00	56	58	0%	No	Mktg/Sales Rep
58	5.7	Finalize sales decision	10 days	Mon 3/20/00	Fri 3/31/00	57	59,60,62	0%	Yes	Mktg/Sales Rep
59	5.8	Document go/no go sale decision	1 day	Mon 4/3/00	Mon 4/3/00	58		0%	Yes	Mktg/Sales Rep
60	5.9	Review & update project plan	1 day	Mon 4/3/00	Mon 4/3/00	58		0%	Yes	Mktg/Sales Rep
61	5.10	Perform pre-negotiation activities	15 days	Mon 4/3/00	Fri 4/21/00			0%	No	Mktg/Sales Rep
62	5.10.1	Coordinate & plan meeting to discuss deal parameters	10 days	Mon 4/3/00	Fri 4/14/00	58	63	0%	Yes	Mktg/Sales Rep
63	5.10.2	Conduct meeting to discuss deal parameters	1 day	Mon 4/17/00	Mon 4/17/00	62	64	0%	No	Mktg/Sales Rep
64	5.10.3	Prepare term sheet	3 days	Tue 4/18/00	Thu 4/20/00	63	65	0%	Yes	Mktg/Sales Rep
65	5.10.4	Communicate term sheet to Contracts	1 day	Fri 4/21/00	Fri 4/21/00	64	67	0%	No	Mktg/Sales Rep
66	6	Negotiate contract	60 days	Mon 4/24/00	Fri 6/30/00			0%	No	Contract Mgr
67	6.1	Generate draft contract for customer	5 days	Mon 4/24/00	Fri 4/28/00	65	66	0%	Yes	Contract Mgr
68	6.2	Negotiate and finalize contract	45 days	Mon 5/1/00	Fri 6/30/00	67	70,71	0%	Yes	Contract Mgr
69	7	Complete & approve transaction report (TR)	15 days	Mon 7/3/00	Fri 7/21/00			0%	No	Contract Mgr

Project Template Project Plan											
ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources	
70	7.1	Review/update decision makers	1 day	Mon 7/3/00	Mon 7/3/00	68		0%	Yes	Mktg/Sales Rep	
71	7.2	Prepare TR	5 days	Mon 7/3/00	Fri 7/7/00	68	72	0%	Yes	Mktg/Sales Rep	
72	7.3	Obtain IP/PAK legal approval	1 day	Mon 7/10/00	Mon 7/10/00	71	73	0%	Yes	Contract Mgr	
73	7.4	Obtain client organization approval	3 days	Tue 7/11/00	Thu 7/13/00	72	74	0%	Yes	Contract Mgr	
74	7.5	Obtain VP Corporate Development approval	3 days	Fri 7/14/00	Tue 7/18/00	73	75	0%	Yes	Contract Mgr	
75	7.6	Obtain VP CIO approval	3 days	Wed 7/19/00	Fri 7/21/00	74	77	0%	Yes	Contract Mgr	
76	8	Execute contract	10 days	Mon 7/24/00	Fri 8/4/00			0%	No	Contract Mgr	
77	8.1	Obtain customer contract signature	8 days	Mon 7/24/00	Wed 8/2/00	75	78	0%	Yes	Contract Mgr	
78	8.2	Obtain IP/PAK contract signature	2 days	Thu 8/3/00	Fri 8/4/00	77	80,83	0%	Yes	Contract Mgr	
79	9	Set up maintenance plan	5 days	Mon 8/7/00	Fri 8/11/00		89	0%	No	Mktg/Sales Rep	
80	9.1	Launch customer management plan	5 days	Mon 8/7/00	Fri 8/11/00	78		0%	No	Mktg/Sales Rep	
81	9.1.1	Implement relationship management process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Mktg/Sales Rep	
82	9.1.2	Implement internal follow-up procedures	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Mktg/Sales Rep	
83	9.2	Launch contract management plan	5 days	Mon 8/7/00	Fri 8/11/00	78		0%	No	Contract Mgr	
84	9.2.1	Implement royalty tracking process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr	
85	9.2.2	Implement quality standard management process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr	
86	9.2.3	Implement IP policing	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr	
87	9.2.4	Implement terms management process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr	
88	10	Close out project	5 days	Mon 8/14/00	Fri 8/18/00			0%	Yes	Project Lead	
89	10.1	Perform final updates to project plan	1 day	Mon 8/14/00	Mon 8/14/00	79	80	0%	Yes	Project Lead	
90	10.2	Identify lessons learned & perform follow-up activities	2 days	Tue 8/15/00	Wed 8/16/00	89	91	0%	Yes	Project Lead	
91	10.3	Organize & file project plan & documentation	2 days	Thu 8/17/00	Fri 8/18/00	90		0%	Yes	Project Lead	

Project Template Project Plan	
3	Conduct & document client interview If create interview form, can eliminate tasks 1.2.1 thru 1.2.6
4	Gather product information Must include product benefits, similar products, etc.
5	ID tech support issues Type of support required? Tech transfer? Support partner? No support?
6	Perform initial assessment of IP issues Title and rights: 1. Ownership? 2. Protection? 3. Possible infringement?
9	ID client organization decision makers Consider decision makers and needed officer buy-in.
11	Notify <i>/ PMA</i> to begin patent process Potential checklist/form for interview process. If form, change task to "Provide interview form (name or number) to IPMAN". This notification will trigger IPMAN to review patent status.
12	Make & document prelim go/no-go decision Potential form to doc reasons for go/no go.
14	Assess competitive environment Potential checklist or standard form for assessing comp. environment. If so, may choose to delete 2.1.1 thru 2.1.7 and change 2.1 task name to something like complete Form XXX, Competitive Environment Assessment.
22	ID & assess IP issues
24	Expanded investigation of any ownership, protection, potential infringement issues. Prepare market research summary Potential Score Card form. If so, indicate in task field.
25	ID decision makers Verify that all key decision makers are identified
26	Make & document product go/no go decision Potential form to doc reasons for go/no go.
29	Prioritize project opportunity or notify client of no go decision Create scorecard to prioritize. Create form letter that thanks client and notifies of status of product.
32	Review/update market research summary Potential form, Part 2 of Score Card, more market plan specific info.
34	Prepare PTR
36	ID decision makers No formal client interview but Product Manager will communicate with client regularly while preparing the PTR May require multiple client approvals. If so, add task for additional approval(s) - i.e. business unit and IT approval. If patent license, add task for <i>business</i> approval.
42	ID & document customer-specific benefits If form or checklist, can eliminate this task. May be considered part of marketing plan.
43	Determine final valuation & price structure If form or checklist, can eliminate this task.

Project Template Project Plan	
51	Sell product At this point, duplicate project plan for each target customer for the specified product.
52	Make initial contact with customer(s)/sales partners Must have signed PTR before initial contact with potential customer
53	Obtain NDA from customer/sales partner Inbound NDA for receiving information and mutual NDA also available on h: drive
55	Conduct sales meeting Including PowerPoint sales presentation
56	ID follow-up sales activities May include demos, site visits to existing customers, brochures, additional presentations, response to meeting questions...OR NOTHING!
58	Finalize sales decision Resource for this task is actually the customer.
63	Conduct meeting to discuss deal parameters Recommend use term sheet for outline of meeting agenda. See link to term sheet on task 5.10.3. Prepare term sheet.
68	Negotiate and finalize contract Could be multiple drafts and result in additional meetings between IPMARK and customer, includes obtaining all necessary approvals
71	Prepare TR If time & resources permit, Mktg/Sales rep should begin pulling together the TR in parallel with task 6.2. Negotiate & finalize contract.
85	Implement quality standard management process Follow up with new customer/sales partner for samples of products to check for product quality.
88	Close out project Project may potentially end any one of several points within project plan. Must complete close out tasks at where ever project end falls within project plan.
89	Perform final updates to project plan Final updates include any clean-up to project plan, e.g. review/update task durations to accurately represent time spent on project tasks. Final update helpful in accurately tracking project and project plan efficiency to allow for process improvement.
90	Identify lessons learned & perform follow-up activities Follow-up could include analyzing project effectiveness and updating generic plan
91	Organize & file project plan & documentation Final project plan should be part of project documentation. Need to develop checklist for keep/not keep documentation. May want to choose old color file for this so always identifiable. Also consider one color for project in progress and another color for project complete.

Client Interview questionnaire (task 1.2)
(Completion Date: _____)

1. Gather product information
2. ID tech support issues
3. ID potential roadblocks
4. ID potential customers/suppliers
5. Perform initial assessment of IP issues
6. ID client organization decision makers

FIG. 197

FOI b7D b7C b7E b7F b7G b7H b7I b7J b7K b7L b7M b7N b7O b7P b7Q b7R b7S b7T b7U b7V b7W b7X b7Y b7Z b7AA b7AB b7AC b7AD b7AE b7AF b7AG b7AH b7AI b7AJ b7AK b7AL b7AM b7AN b7AO b7AP b7AQ b7AR b7AS b7AT b7AU b7AV b7AW b7AX b7AY b7AZ b7BA b7BB b7BC b7BD b7BE b7BF b7BG b7BH b7BI b7BJ b7BK b7BL b7BM b7BN b7BO b7BP b7BQ b7BR b7BS b7BT b7BU b7BV b7BW b7BX b7BY b7BZ b7CA b7CB b7CC b7CD b7CE b7CF b7CG b7CH b7CI b7CJ b7CK b7CL b7CM b7CN b7CO b7CP b7CQ b7CR b7CS b7CT b7CU b7CV b7CW b7CX b7CY b7CZ b7DA b7DB b7DC b7DD b7DE b7DF b7DG b7DH b7DI b7DJ b7DK b7DL b7DM b7DN b7DO b7DP b7DQ b7DR b7DS b7DT b7DU b7DV b7DW b7DX b7DY b7DZ b7EA b7EB b7EC b7ED b7EE b7EF b7EG b7EH b7EI b7EJ b7EK b7EL b7EM b7EN b7EO b7EP b7EQ b7ER b7ES b7ET b7EU b7EV b7EW b7EX b7EY b7EZ b7FA b7FB b7FC b7FD b7FE b7FF b7FG b7FH b7FI b7FJ b7FK b7FL b7FM b7FN b7FO b7FP b7FQ b7FR b7FS b7FT b7FU b7FV b7FW b7FX b7FY b7FZ b7GA b7GB b7GC b7GD b7GE b7GF b7GG b7GH b7GI b7GJ b7GK b7GL b7GM b7GN b7GO b7GP b7GQ b7GR b7GS b7GT b7GU b7GV b7GW b7GX b7GY b7GZ b7HA b7HB b7HC b7HD b7HE b7HF b7HG b7HH b7HI b7HJ b7HK b7HL b7HM b7HN b7HO b7HP b7HQ b7HR b7HS b7HT b7HU b7HV b7HW b7HX b7HY b7HZ b7IA b7IB b7IC b7ID b7IE b7IF b7IG b7IH b7II b7IJ b7IK b7IL b7IM b7IN b7IO b7IP b7IQ b7IR b7IS b7IT b7IU b7IV b7IW b7IX b7IY b7IZ b7JA b7JB b7JC b7JD b7JE b7JF b7JG b7JH b7JI b7JJ b7JK b7JL b7JM b7JN b7JO b7JP b7JQ b7JR b7JS b7JT b7JU b7JV b7JW b7JX b7JY b7JZ b7KA b7KB b7KC b7KD b7KE b7KF b7KG b7KH b7KI b7KJ b7KK b7KL b7KM b7KN b7KO b7KP b7KQ b7KR b7KS b7KT b7KU b7KV b7KW b7KX b7KY b7KZ b7LA b7LB b7LC b7LD b7LE b7LF b7LG b7LH b7LI b7LJ b7LK b7LL b7LM b7LN b7LO b7LP b7LQ b7LR b7LS b7LT b7LU b7LV b7LW b7LX b7LY b7LZ b7MA b7MB b7MC b7MD b7ME b7MF b7MG b7MH b7MI b7MJ b7MK b7ML b7MN b7MO b7MP b7MQ b7MR b7MS b7MT b7MU b7MV b7MW b7MX b7MY b7MZ b7NA b7NB b7NC b7ND b7NE b7NF b7NG b7NH b7NI b7NJ b7NK b7NL b7NM b7NO b7NP b7NQ b7NR b7NS b7NT b7NU b7NV b7NW b7NX b7NY b7NZ b7OA b7OB b7OC b7OD b7OE b7OF b7OG b7OH b7OI b7OJ b7OK b7OL b7OM b7ON b7OO b7OP b7OQ b7OR b7OS b7OT b7OU b7OV b7OW b7OX b7OY b7OZ b7PA b7PB b7PC b7PD b7PE b7PF b7PG b7PH b7PI b7PJ b7PK b7PL b7PM b7PN b7PO b7PP b7PQ b7PR b7PS b7PT b7PU b7PV b7PW b7PX b7PY b7PZ b7QA b7QB b7QC b7QD b7QE b7QF b7QG b7QH b7QI b7QJ b7QK b7QL b7QM b7QN b7QO b7QP b7QQ b7QR b7QS b7QT b7QU b7QV b7QW b7QX b7QY b7QZ b7RA b7RB b7RC b7RD b7RE b7RF b7RG b7RH b7RI b7RJ b7RK b7RL b7RM b7RN b7RO b7RP b7RQ b7RR b7RS b7RT b7RU b7RV b7RW b7RX b7RY b7RZ b7SA b7SB b7SC b7SD b7SE b7SF b7SG b7SH b7SI b7SJ b7SK b7SL b7SM b7SN b7SO b7SP b7SQ b7SR b7SS b7ST b7SU b7SV b7SW b7SX b7SY b7SZ b7TA b7TB b7TC b7TD b7TE b7TF b7TG b7TH b7TI b7TJ b7TK b7TL b7TM b7TN b7TO b7TP b7TQ b7TR b7TS b7TT b7TU b7TV b7TW b7TX b7TY b7TZ b7UA b7UB b7UC b7UD b7UE b7UF b7UG b7UH b7UI b7UJ b7UK b7UL b7UM b7UN b7UO b7UP b7UQ b7UR b7US b7UT b7UU b7UV b7UW b7UX b7UY b7UZ b7VA b7VB b7VC b7VD b7VE b7VF b7VG b7VH b7VI b7VJ b7VK b7VL b7VM b7VN b7VO b7VP b7VQ b7VR b7VS b7VT b7VU b7VV b7VW b7VX b7VY b7VZ b7WA b7WB b7WC b7WD b7WE b7WF b7WG b7WH b7WI b7WJ b7WK b7WL b7WM b7WN b7WO b7WP b7WQ b7WR b7WS b7WT b7WU b7WV b7WW b7WX b7WY b7WZ b7XA b7XB b7XC b7XD b7XE b7XF b7XG b7XH b7XI b7XJ b7XK b7XL b7XM b7XN b7XO b7XP b7XQ b7XR b7XS b7XT b7XU b7XV b7XW b7XZ b7YA b7YB b7YC b7YD b7YE b7YF b7YG b7YH b7YI b7YJ b7YK b7YL b7YM b7YN b7YO b7YP b7YQ b7YR b7YS b7YT b7YU b7YV b7YW b7YX b7YY b7YZ b7ZA b7ZB b7ZC b7ZD b7ZE b7ZF b7ZG b7ZH b7ZI b7ZJ b7ZK b7ZL b7ZM b7ZN b7ZO b7ZP b7ZQ b7ZR b7ZS b7ZT b7ZU b7ZV b7ZW b7ZX b7ZY b7ZZ b7AA b7AB b7AC b7AD b7AE b7AF b7AG b7AH b7AI b7AJ b7AK b7AL b7AM b7AN b7AO b7AP b7AQ b7AR b7AS b7AT b7AU b7AV b7AW b7AX b7AY b7AZ b7BA b7BB b7BC b7BD b7BE b7BF b7BG b7BH b7BI b7BJ b7BK b7BL b7BM b7BN b7BO b7BP b7BQ b7BR b7BS b7BT b7BU b7BV b7BW b7BX b7BY b7BZ b7CA b7CB b7CC b7CD b7CE b7CF b7CG b7CH b7CI b7CJ b7CK b7CL b7CM b7CN b7CO b7CP b7CQ b7CR b7CS b7CT b7CU b7CV b7CW b7CX b7CY b7CZ b7DA b7DB b7DC b7DD b7DE b7DF b7DG b7DH b7DI b7DJ b7DK b7DL b7DM b7DN b7DO b7DP b7DQ b7DR b7DS b7DT b7DU b7DV b7DW b7DX b7DY b7DZ b7EA b7EB b7EC b7ED b7EE b7EF b7EG b7EH b7EI b7EJ b7EK b7EL b7EM b7EN b7EO b7EP b7EQ b7ER b7ES b7ET b7EU b7EV b7EW b7EX b7EY b7EZ b7FA b7FB b7FC b7FD b7FE b7FF b7FG b7FH b7FI b7FJ b7FK b7FL b7FM b7FN b7FO b7FP b7FQ b7FR b7FS b7FT b7FU b7FV b7FW b7FX b7FY b7FZ b7GA b7GB b7GC b7GD b7GE b7GF b7GG b7GH b7GI b7GJ b7GK b7GL b7GM b7GN b7GO b7GP b7GQ b7GR b7GS b7GT b7GU b7GV b7GW b7GX b7GY b7GZ b7HA b7HB b7HC b7HD b7HE b7HF b7HG b7HH b7HI b7HJ b7HK b7HL b7HM b7HN b7HO b7HP b7HQ b7HR b7HS b7HT b7HU b7HV b7HW b7HX b7HY b7HZ b7IA b7IB b7IC b7ID b7IE b7IF b7IG b7IH b7II b7IJ b7IK b7IL b7IM b7IN b7IO b7IP b7IQ b7IR b7IS b7IT b7IU b7IV b7IW b7IX b7IY b7IZ b7JA b7JB b7JC b7JD b7JE b7JF b7JG b7JH b7JI b7JJ b7JK b7JL b7JM b7JN b7JO b7JP b7JQ b7JR b7JS b7JT b7JU b7JV b7JW b7JX b7JY b7JZ b7KA b7KB b7KC b7KD b7KE b7KF b7KG b7KH b7KI b7KJ b7KK b7KL b7KM b7KN b7KO b7KP b7KQ b7KR b7KS b7KT b7KU b7KV b7KW b7KX b7KY b7KZ b7LA b7LB b7LC b7LD b7LE b7LF b7LG b7LH b7LI b7LJ b7LK b7LL b7LM b7LN b7LO b7LP b7LQ b7LR b7LS b7LT b7LU b7LV b7LW b7LX b7LY b7LZ b7MA b7MB b7MC b7MD b7ME b7MF b7MG b7MH b7MI b7MJ b7MK b7ML b7MN b7MO b7MP b7MQ b7MR b7MS b7MT b7MU b7MV b7MW b7MX b7MY b7MZ b7NA b7NB b7NC b7ND b7NE b7NF b7NG b7NH b7NI b7NJ b7NK b7NL b7NM b7NO b7NP b7NQ b7NR b7NS b7NT b7NU b7NV b7NW b7NX b7NY b7NZ b7OA b7OB b7OC b7OD b7OE b7OF b7OG b7OH b7OI b7OJ b7OK b7OL b7OM b7ON b7OO b7OP b7OQ b7OR b7OS b7OT b7OU b7OV b7OW b7OX b7OY b7OZ b7PA b7PB b7PC b7PD b7PE b7PF b7PG b7PH b7PI b7PJ b7PK b7PL b7PM b7PN b7PO b7PP b7PQ b7PR b7PS b7PT b7PU b7PV b7PW b7PX b7PY b7PZ b7QA b7QB b7QC b7QD b7QE b7QF b7QG b7QH b7QI b7QJ b7QK b7QL b7QM b7QN b7QO b7QP b7QQ b7QR b7QS b7QT b7QU b7QV b7QW b7QX b7QY b7QZ b7RA b7RB b7RC b7RD b7RE b7RF b7RG b7RH b7RI b7RJ b7RK b7RL b7RM b7RN b7RO b7RP b7RQ b7RR b7RS b7RT b7RU b7RV b7RW b7RX b7RY b7RZ b7SA b7SB b7SC b7SD b7SE b7SF b7SG b7SH b7SI b7SJ b7SK b7SL b7SM b7SN b7SO b7SP b7SQ b7SR b7SS b7ST b7SU b7SV b7SW b7SX b7SY b7SZ b7TA b7TB b7TC b7TD b7TE b7TF b7TG b7TH b7TI b7TJ b7TK b7TL b7TM b7TN b7TO b7TP b7TQ b7TR b7TS b7TT b7TU b7TV b7TW b7TX b7TY b7TZ b7UA b7UB b7UC b7UD b7UE b7UF b7UG b7UH b7UI b7UJ b7UK b7UL b7UM b7UN b7UO b7UP b7UQ b7UR b7US b7UT b7UU b7UV b7UW b7UX b7UY b7UZ b7VA b7VB b7VC b7VD b7VE b7VF b7VG b7VH b7VI b7VJ b7VK b7VL b7VM b7VN b7VO b7VP b7VQ b7VR b7VS b7VT b7VU b7VV b7VW b7VX b7VY b7VZ b7WA b7WB b7WC b7WD b7WE b7WF b7WG b7WH b7WI b7WJ b7WK b7WL b7WM b7WN b7WO b7WP b7WQ b7WR b7WS b7WT b7WU b7WV b7WW b7WX b7WY b7WZ b7XA b7XB b7XC b7XD b7XE b7XF b7XG b7XH b7XI b7XJ b7XK b7XL b7XM b7XN b7XO b7XP b7XQ b7XR b7XS b7XT b7XU b7XV b7XW b7XZ b7YA b7YB b7YC b7YD b7YE b7YF b7YG b7YH b7YI b7YJ b7YK b7YL b7YM b7YN b7YO b7YP b7YQ b7YR b7YS b7YT b7YU b7YV b7YW b7YX b7YY b7YZ b7ZA b7ZB b7ZC b7ZD b7ZE b7ZF b7ZG b7ZH b7ZI b7ZJ b7ZK b7ZL b7ZM b7ZN b7ZO b7ZP b7ZQ b7ZR b7ZS b7ZT b7ZU b7ZV b7ZW b7ZX b7ZY b7ZZ

Assess competitive environment checklist (task 2.1)
(Duration: 4 days – Complete by: _____)

ID similar products	_____
ID existing suppliers	_____
ID potential suppliers	_____
ID potential customer base	_____
Update & expand product benefits	_____
Determine market value/price.....	_____

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FIG. 198

Assess internal marketing issues checklist (task 2.2)
(Addresses internal IP and Tech Support issues)

1. ID & assess IP issues

2. ID & assess tech support issues

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FIG. 199

INTELLECTUAL PROPERTY OUTMARKETING PRE-TRANSACTION REPORT

Product/Project Name:

Entity Requesting:

Contacts (Entity
Name, Phone Numbers,
Email):

Outmarketing Party(s)
(Company, Address, State of
Incorporation, Contacts, Phone
Phone Numbers):

Intellectual Property Involved:
(Patents, Trademarks, Trade
Secrets, Software, etc.)

Background of Deal
(How Deal Developed,
Summary of
Intellectual Property
Functionality/Uses,
Deal Structure):

Financial Analysis
(Revenue to be Recognized,
Cost Savings, etc.):

Competitive Analysis
(Worldwide, Outside US,
US only, Outside 9 State
Region, etc.):

Status of Deal
(Ready to Sign Up, Need
Negotiation Assistance):

Anticipated Timeline
(Initial Meeting, Demos,
Sign Contract, etc.):

_____, a _____ Corporation subsidiary, requests _____ **IPMARK** _____
on its behalf to enter into an intellectual property outmarketing agreement according to the above-
described terms.

Requestor

Entity/Dept.

Title

Date

FIG. 200

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Marketing Plan checklist (task 4.1)

- ID & prioritize target customer(s)/sales partners ☐
- ID & document customer-specific benefits ☐
- Determine final valuation & price structure ☐
- Develop channel strategy ☐
- Develop IP strategy ☐
- ID & develop available tech support ☐
- Formalize marketing plan ☐

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FIG. 201

NONDISCLOSURE AGREEMENT

THIS NONDISCLOSURE AGREEMENT is made by and between [Name of _____ Entity], a corporation organized under the laws of _____ ("OWNER"), and _____, a corporation organized under the laws of _____ (the "Company"), effective as of _____, 20____. The parties agree as follows:

1. Project Defined. The Company may receive from OWNER information of a non-public nature for use by the Company and its officers, directors, agents, employees and representatives, including financial and legal advisers (collectively "Representatives"), in the course of the performance of the Company's services for OWNER in connection with _____

_____ (the "Project").

2. Information Defined. The Company acknowledges that, in the course of its performance of services for or discussions with OWNER in connection with the Project, the Company will receive certain private and proprietary information from or about OWNER or its affiliates, including but not limited to technical, financial or business information and models, names of customers or partners; proposed business deals, reports, plans, market projections, software programs, data or any other private and proprietary information relating to the Project which may include certain trade secrets ("Information"). The term "Information" as used herein also includes: (i) the fact that the Information has been made available to or is being inspected or evaluated by the Company; (ii) the fact that the Company is providing services to OWNER or is otherwise involved in or discussing the Project; and (iii) any information, work papers, analyses, compilations, projections, studies, documents, terms, conditions, correspondence, facts or other materials derived or produced by the Company or its representatives for OWNER in connection with the Project. Any Information supplied by OWNER to the Company prior to the execution of this Agreement shall be subject to the same treatment as the Information made available after the execution of this Agreement.

3. Exclusions from Definition. The term "Information" as used herein does not include any data or information that: (a) is already known to the Company at the time it is disclosed to the Company; or (b) before being divulged by the Company: (i) has become generally known to the public through no wrongful act of the Company or its representatives; (ii) has been rightfully received by the Company from a third party without restriction on disclosure and without a breach of an obligation of confidentiality

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running directly or indirectly to OWNER; (iii) has been approved for release by a written authorization by OWNER; or (iv) is independently developed by the Company without use, directly or indirectly, of the Information received from OWNER.

4. Nondisclosure Obligation. The Company shall keep the Information confidential and shall not disclose such Information, in whole or in part, to any person other than its Representatives who need to know such Information in connection with the Company's performance of services for OWNER in connection with the Project except with the prior written consent of OWNER or as otherwise permitted hereunder. Such Representatives shall be informed by the Company of the confidential nature of the Information and shall be required by the Company to agree in writing to be bound by this Agreement. The Information shall be used by the Company solely for the purpose of performing services for or otherwise evaluating the information provided by OWNER in connection with the Project, and shall not be otherwise used for the Company's own benefit or for any purpose detrimental to the interests of

5. Standard of Protection. For the purpose of complying with the obligations set forth herein, the Company shall use efforts commensurate with those that it employs for the protection of corresponding sensitive information of its own, which shall in any event be no lesser a standard than the type of efforts that would be taken by a reasonable business for the protection of its own highly confidential information and trade secrets.

6. Compliance with Legal Process. In the event that the Company is legally requested or required (by oral questions, interrogatories, requests for information or documents, subpoena, Civil Investigative Demand or similar process or, in the opinion of counsel for the Company, by federal or state securities or other statutes, regulations or laws) to disclose any Information, the Company shall promptly notify OWNER of such request or requirement prior to disclosure so that OWNER may seek an appropriate protective order and/or waive compliance with the terms of this Agreement.

7. Ownership; Return of Information. All Information (including tangible copies and computerized or electronic versions and summaries thereof) shall remain the property of OWNER. Within ten (10) days following the receipt of a written request from OWNER, the Company shall deliver to OWNER all tangible materials containing or embodying the Information received from OWNER, together with a certificate executed by an officer of the Company certifying that all such materials in the Company's possession or control have been delivered to OWNER or destroyed. The Company shall not assert directly or indirectly any right with respect to the Information which may impair or be adverse to OWNER's ownership thereof.

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8. Remedies for Breach. The Company understands and agrees that money damages would not be a sufficient remedy for any breach of this Agreement and that *OWNER* shall be entitled to seek injunctive or other equitable relief to remedy or forestall any such breach or threatened breach. Such remedy shall not be deemed to be the exclusive remedy for any breach of this Agreement, but shall be in addition to all other rights and remedies available at law or in equity.

9. No Representations or Further Obligations. Neither this Agreement nor the disclosure of Information shall constitute or imply any promise or intention to make any purchase of services by *OWNER*. None of the Information which may be disclosed by *OWNER* shall constitute any representation, warranty, assurance, guarantee or inducement by *OWNER* to the Company of any kind, and in particular, with respect to the accuracy or completeness of any Information or the non-infringement of trademarks, patents, copyrights, mask protection rights or any other intellectual property rights, or other rights of third persons. It is understood that this Agreement does not obligate *OWNER* to enter into any further agreements or to proceed with any possible relationship or other transaction.

10. Term; Termination. This Agreement shall terminate as to the exchange of any new Information three (3) years after the effective date hereof. Either party may terminate the exchange of Information under this Agreement at any time by written notice to the other specifically referencing this Agreement. In any event, however, the obligations of the Company to maintain the confidentiality of the Information it has received under this Agreement shall continue for a period of three (3) years after such termination and then terminate; provided, however, that such obligation shall continue indefinitely as to Information constituting a trade secret under applicable law for so long as such Information remains a trade secret.

11. No Waiver. No failure or delay by *OWNER* in exercising any right, power or privilege hereunder shall operate as a waiver thereof, nor shall any single or partial exercise thereof preclude any other or further exercise thereof or the exercise of any other right, power or privilege hereunder.

12. Amendment. This Agreement may not be modified, supplemented or amended orally, but only by a writing signed by both parties hereto.

13. Applicability to Associated Parties. Any information disclosed to the Company by any of *OWNER*'s affiliated companies or by any company, person or other entity participating with *OWNER* in any consortium, partnership, joint venture or

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similar business combination in connection with the Project, which would otherwise constitute Information hereunder if disclosed by *OWNER*, shall be deemed to constitute Information under this Agreement, and the rights of *OWNER* under this Agreement may be enforced by any such affiliate or other entity in addition to with respect to any violation relating to the Information disclosed by such affiliate or other entity, as if such entity were also a party to this Agreement.

14. Governing Law. This Agreement shall be governed by and construed and enforced in accordance with the laws of the State of _____, without regard to its choice of law provisions.

IN WITNESS WHEREOF, the parties have executed and delivered this Nondisclosure Agreement effective as of the date first written above.

OWNER:

Company:

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

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FIG. 205

FIG. 205

Product Name

License Agreement Term Sheet

- Definitions
What is licensed?
- Specs of the Software (exhibit)
Definition/description?
- Delivery, testing and acceptance
How should this work?
- Grant and Scope of License
Exclusive? Non-exclusive? Etc.?
- Term and Limitations on Use and reproduction
What can partnership do with it?
- Sublicensing and transfer limitations
- Pricing Terms
Royalties? Buy? Savings?
- Acct and audit rights
As stated in the partnership agmt?
- Sales and Property tax liability
Who liable?
- Trade secret protection/Confidentiality terms
Need to be strict. In what manner may disclosure be made to vendors, particularly STB mfts?

- Title to original software and owner infringement reps
Positive stmt of ownership –will we indemnify the partnership?
- Ownership of mods enhancement and additions
Who owns?
- Source code inclusion/exclusion and protection
Must source be disclosed to partnership?
- Training and documentation req's
Any?
- Protection of Trademarks ^{OWNER'S}
Partnership must honor marks
- SW maintenance and technical support obligations
- Vendor warranty obligations and scope
- Limitation of liability and types of damages
- Vendor indemnity and obligations in event of infringement
- Dispute resolution provisions
- Insurance terms (vendor on site?)
- Assignment limitations
- Std boilerplate (merger, written agmt, force majeure, etc)

FIG. 207

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**INTELLECTUAL PROPERTY OUTMARKETING
TRANSACTION REPORT**

INTELLECTUAL PROPERTY INVOLVED:

OUTMARKETING PARTY:

BUSINESS DEAL CONTACTS:

INTELLECTUAL PROPERTY CONTACTS:

ESTIMATED VALUE:

Up Front Savings
Revenues (Years) = _____

I. Executive Summary

II. Background

FIG. 208

FIG. 208

FIG. 209

III. Deal Structure

IV. Financial Analysis

V. Competitive Analysis

(1) Customers:

(2) Territory:

(3) Standardization:

FIG. 209

VI. Recommendation

BUSINESS APPROVAL

LEGAL APPROVAL

Signature:

Printed Name:

Title:

Entity:

Date:

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[illegible]

Instructions:

1. All updates in MS Project are made at the sub-task level only.
2. In the Task # field, enter the # of the task being updated or "new" if adding a task.
3. Find the column for the field you wish to update for the task and enter update information in the space provided.
4. Use the following guidelines for updating fields in MS Project:
 - Start/Finish Date - Change the duration of the appropriate task(s) to arrive at the new start/finish date
 - % Complete - Enter the new % complete for the task(s), either manually or using the up/down arrows
 - Deliverable - Change deliverable field to Yes, either manually or using the option in the drop down box

[illegible]

...

Opportunity Score Card

Scoring Date: _____	Scorer Initials: _____	Total Score:
Product/Project Name _____		
Business Unit _____		
Business Unit Primary Contact		
Name _____	IPMARK Primary Contact	
Phone _____	Name _____	
	Phone _____	

Score Card Key Factors	Scoring & Explanation
1. MARKET POTENTIAL <ul style="list-style-type: none"> - Product viability (i.e. unique product, benefits, support/maintenance?) - Potential customers? - Few competitive products/suppliers? - Large market, low market saturation? <div style="display: flex; justify-content: space-between; margin-top: 10px;"> High Low </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> Potential ----- Potential </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> 10 9 8 7 6 5 4 3 2 1 </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;">Market Potential Rating:</div>
2. PROJECT TIMEFRAME <ul style="list-style-type: none"> - Product developed & ready to market? - Ownership? Patent status? - Identified interested parties? - Deal simple or complex? - Anticipated time to sell/close/recognize \$? <div style="display: flex; justify-content: space-between; margin-top: 10px;"> Today ---- 6 ---- 12 ---- 18+ mths </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> 10 9 8 7 6 5 4 3 2 1 </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;">Project Timeframe Rating:</div>
3. PROJECTED REVENUE POTENTIAL <ul style="list-style-type: none"> - Anticipated total revenue from project? (if no strong customers, use 1X value) <div style="display: flex; justify-content: space-between; margin-top: 10px;"> Over Under </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> 5M -- 4M ---- 1M ----- 100K </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> 10 9 8 7 6 5 4 3 2 1 </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;">Revenue Potential Rating:</div>
4. COMPETITIVE THREAT TO BELLSOUTH <ul style="list-style-type: none"> - Sale give customer competitive advantage over BellSouth? <div style="display: flex; justify-content: space-between; margin-top: 10px;"> No High </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> Threat ----- Threat </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> 10 9 8 7 6 5 4 3 2 1 </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;">Competitive Threat Rating:</div>
5. INTANGIBLE VALUE <ul style="list-style-type: none"> - Set stage for future big \$ deals? - Build/foster relationship w/ existing/future customer? - Officer request/interest? - Public relations opportunity? <div style="display: flex; justify-content: space-between; margin-top: 10px;"> High Low </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> Profile ----- Profile </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> 10 9 8 7 6 5 4 3 2 1 </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;">Intangible Value Rating:</div>
TOTAL SCORE:	

FIG. 213

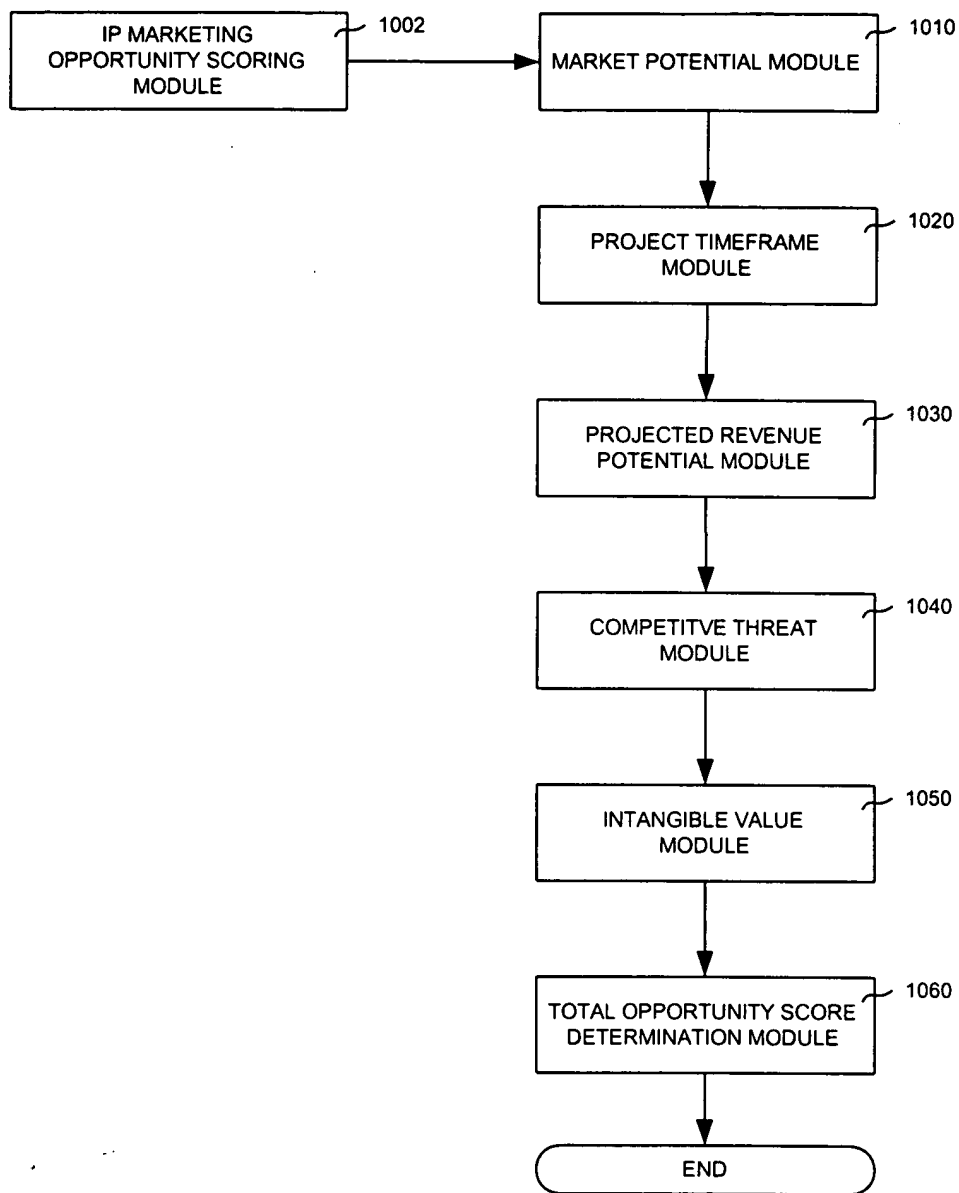


FIG. 213

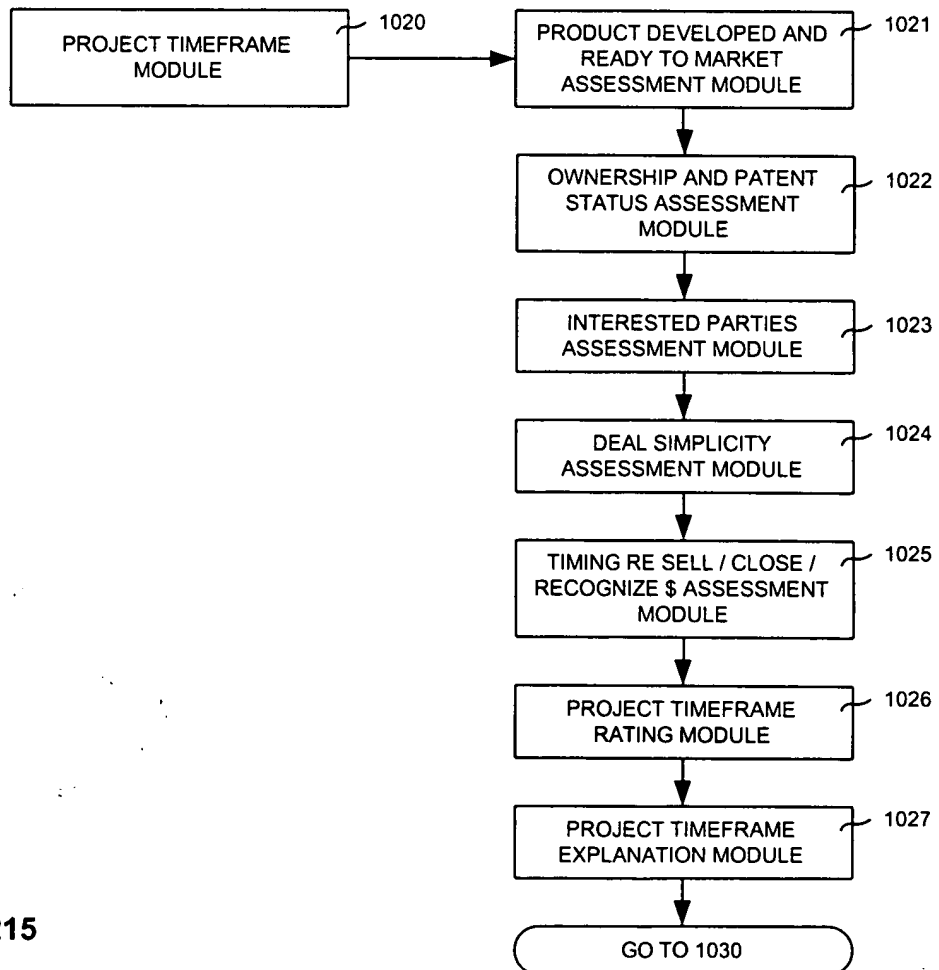
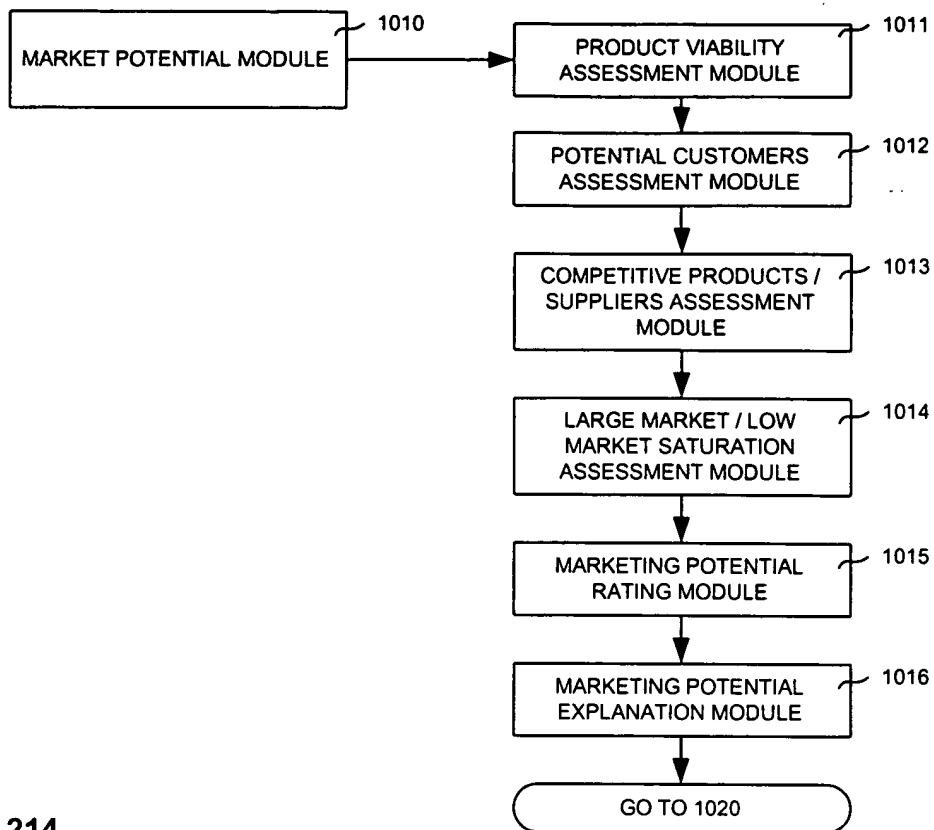


FIG. 214

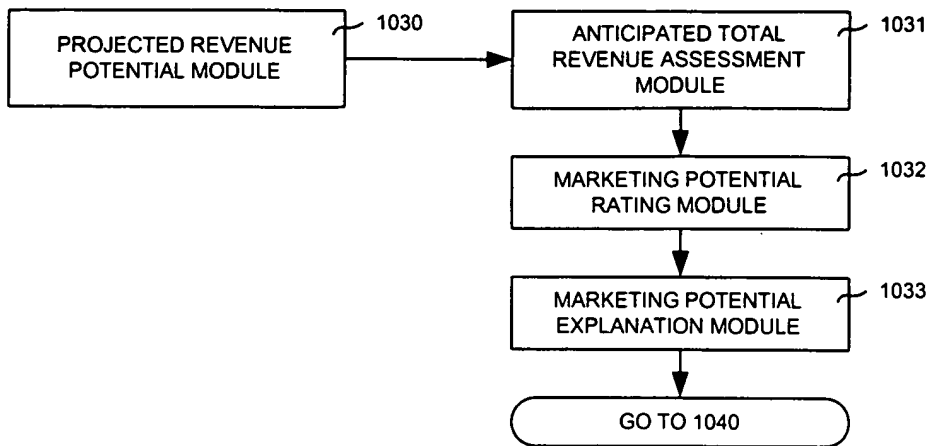


FIG. 216

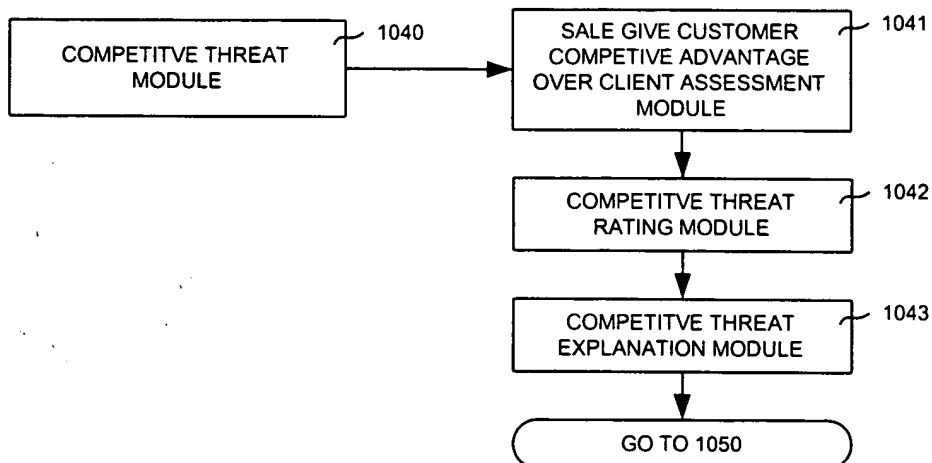


FIG. 217

FIG. 218

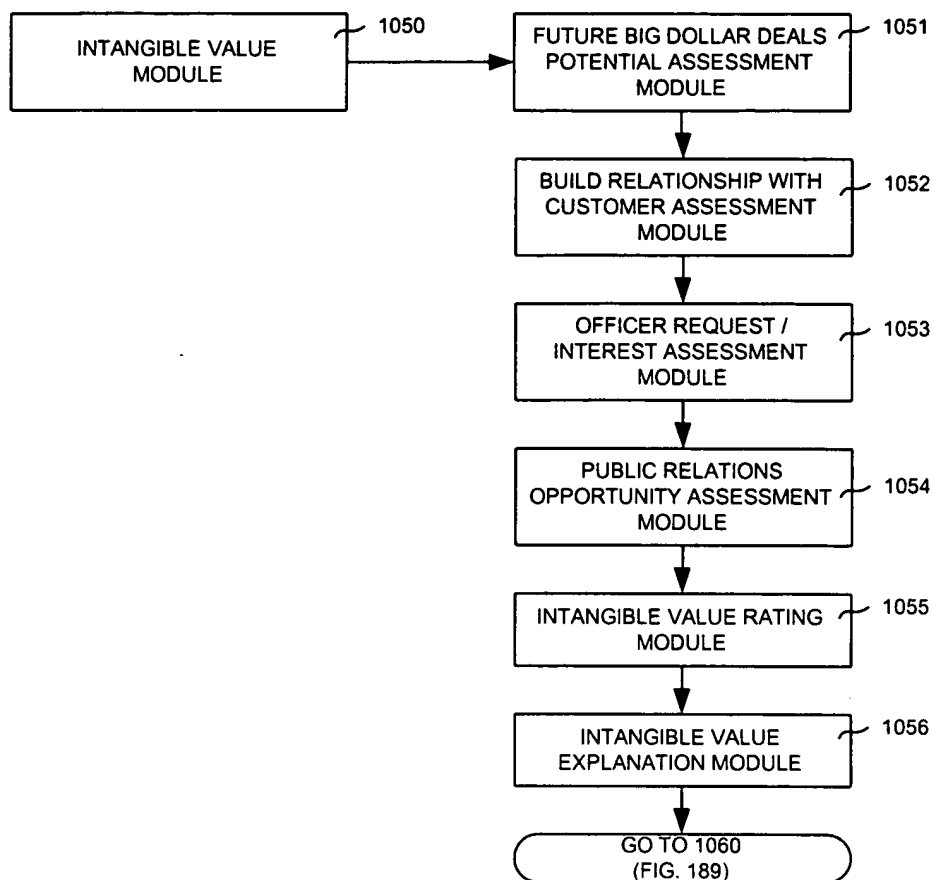


FIG. 218

INTELLECTUAL PROPERTY AWARDS PROGRAM

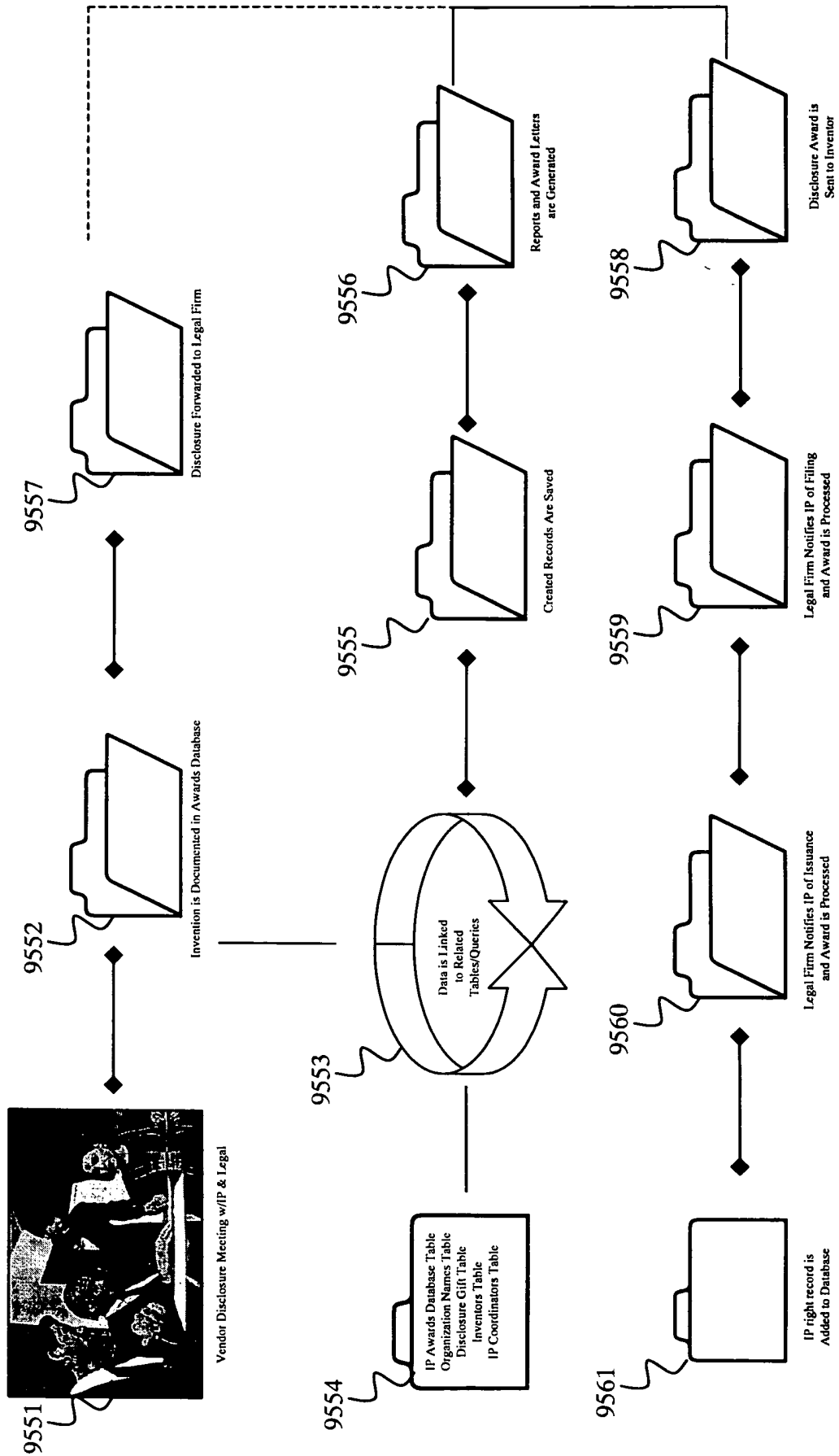


FIG. 219

>>> Company Intellectual Property>>> >> 10 Step Checklist

✓Patents

- ☐ Work produced by Company employees or with Company resources has been assessed for patentability if, at least one of the following occurred:
 - ⇒ Development of a new product, feature, process or software that seems unique
 - ⇒ Improvements to existing technology, product, process, or software
 - ⇒ Results that cut costs and/or improve efficiency
 - ⇒ Creation of a new business method

It is critical that employees bring their inventions to the attention of the Director of Technology (404) xxx-xxxx or the Technology Asset Manager (404) xxx-xxxx as soon as possible, and especially before any public disclosure of the invention!

✓Trademarks

- ☐ The Company mark and subbrands have been used in accordance with the company's graphics standards to ensure that the significant value of the mark is not diluted.
- ☐ All subbrands have been cleared by the Director of Trademarks.
- ☐ All third party (such as agents, distributors, co-brand parties, and sponsored parties) use of Company's trademarks have been authorized in writing using language approved by Company Intellectual Property Marketing Corp.

Any questions regarding Graphics and Sponsorships should be brought to the attention of the Director of Corporate Identity (404) xxx-xxxx and other Trademark questions should be directed to the Director of Trademarks (404) xxx-xxxx.

✓Copyrights

- ☐ Every Company work product created by an employee or by a vendor under a "work made for hire" contract have been properly marked with a copyright notice.

It is not necessary to register the copyright in order to place the copyright notice on the work.

Any questions regarding Copyrights should be brought to the attention of the Director of Administration (404) xxx-xxxx.

✓Proprietary Information

- ☐ All proprietary information has been physically marked by its originator at the bottom center margin using the approved markings.
- ☐ All proprietary information has been securely stored and properly disposed.
- ☐ An NDA or IEA has been executed due to the necessity of sharing Company proprietary information in order to discuss or negotiate a potential business relationship, and:
 - ⇒ only the minimum amount of proprietary information necessary to facilitate our business purposes has been shared or received; and
 - ⇒ any necessary patent applications have been filed prior to such disclosures.

Any questions regarding proprietary information should be brought to the attention of the Director of Administration (404) xxx-xxxx.

✓Ownership

- ☐ Before any development work to be done by an outside vendor (such as software, training courses or advertising) is begun, a specific written contract has been executed ensuring that Company will be the owner of the intellectual property rights in the developed technology, or work of authorship. (see Executive Directive 12).

Any questions regarding Ownership should be brought to the attention of the Vice President of Company Intellectual Property Management Corporation (404) xxx-xxxx.

✓Marketing

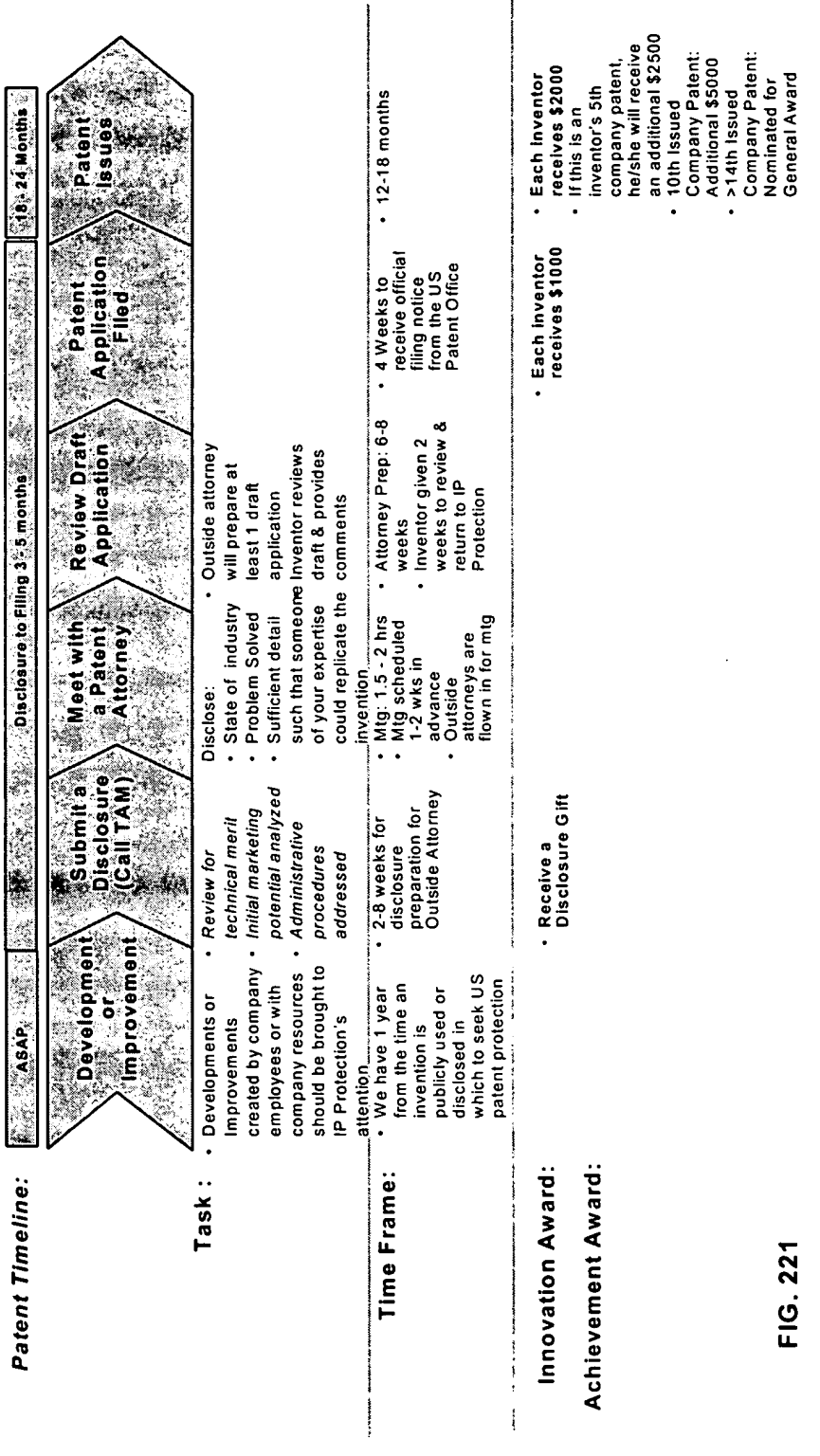
Company's policy is to maximize the value from its intellectual property.

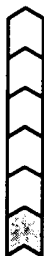
- ☐ Opportunities to outmarket Company technology, software, systems, processes or other intellectual property to another company have been identified.

Any marketing opportunities should be brought to the attention of the Vice President of Company Intellectual Property Marketing Corporation (404) xxx-xxxx.

FIG. 220

Patent Process Life Cycle





Innovations

What's Patentable?

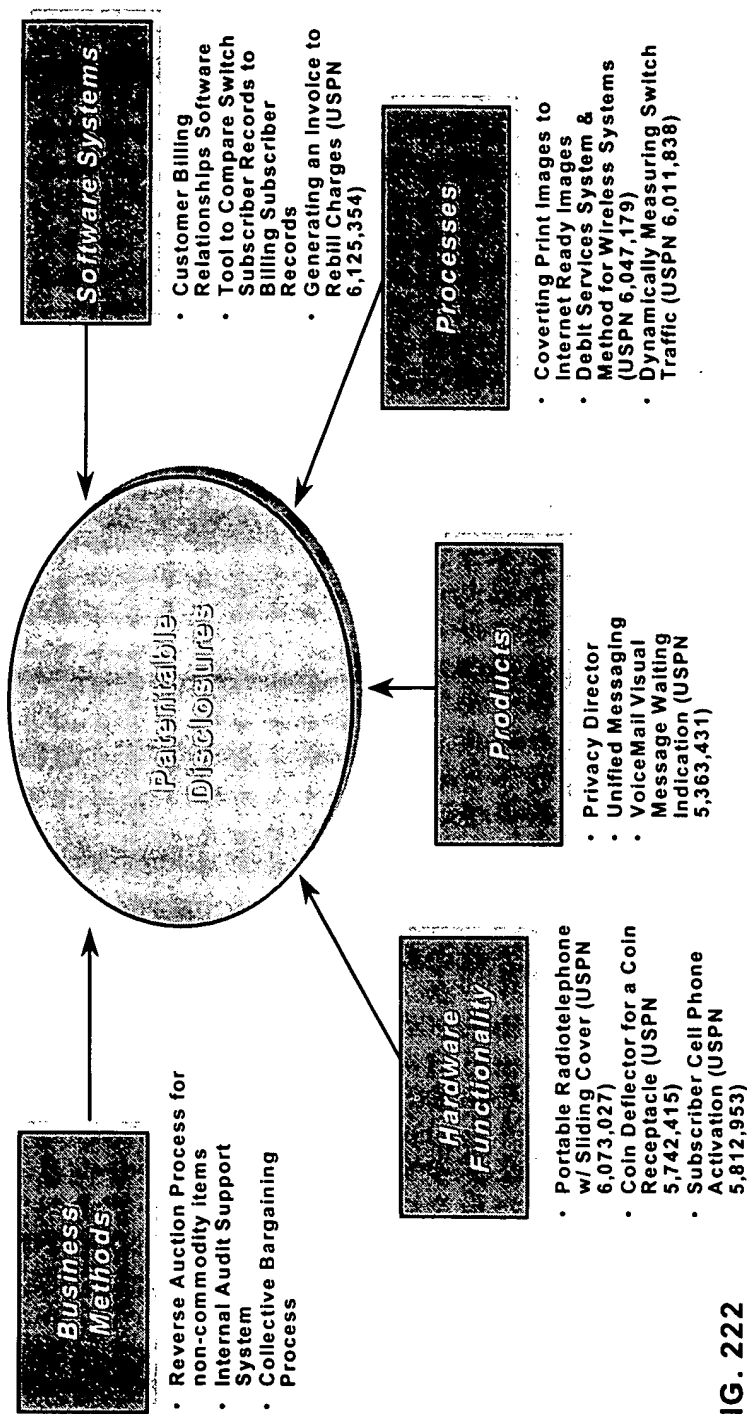


FIG. 222

Internal Auditor

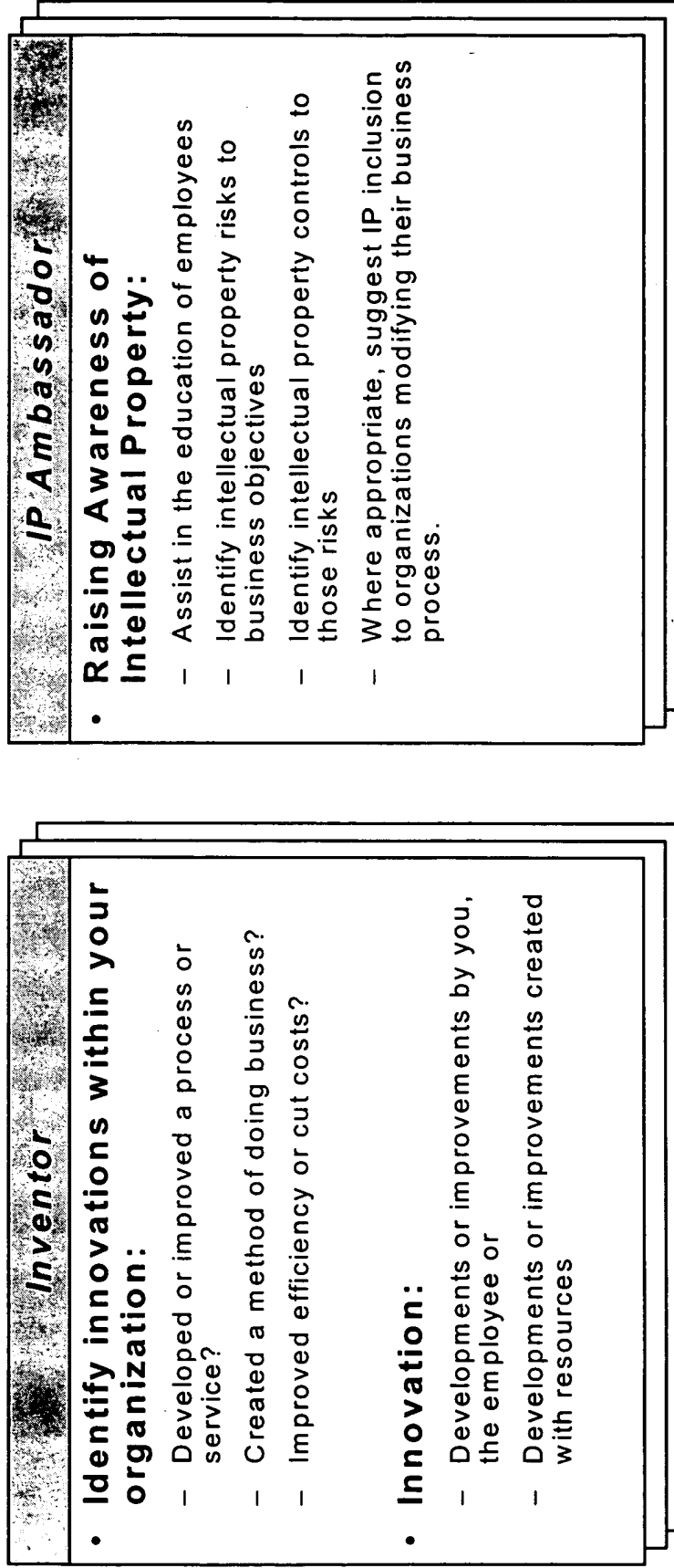
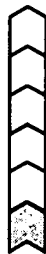


FIG. 223



Internal Audit & the Checklist

Sample Business Process



Business Objectives

- Potential Risks**
- Delay in contract negotiations
 - Vendor's architecture incompatible
 - Contract Disputes
 - Project delayed by missed deadlines
 - Unable to market product as intended due to Trademark Issues
 - Increased development al costs
 - Product released to <50% of Market in 2001
 - Costly Overhead
 - Employee Incentive Programs too costly
 - Access to Senior Mgt too bureaucratic
 - Limited Budget for Salary Increases

- Controls**
- Seek Patent Protection early
 - Ensure Ownership
 - Seek Patent Protection
 - Ensure Proprietary info properly marked
 - Ensure Proprietary Markings
 - Contact Trademark & Corporate Identity Directors early in Process
 - Identify outmarket opportunities
 - Encourage Innovation through the Innovation Awards Program

As an internal auditor, you can help educate the organization on the importance of intellectual property.

FIG. 224

INTELLECTUAL PROPERTY ACTIVITIES — HIGH LEVEL OVERVIEW TO IP PROTECTION ACTIVITIES

90% of All Revenues Are Credited towards the Entity That Owns the IP Asset

Product licensing is a simple process:

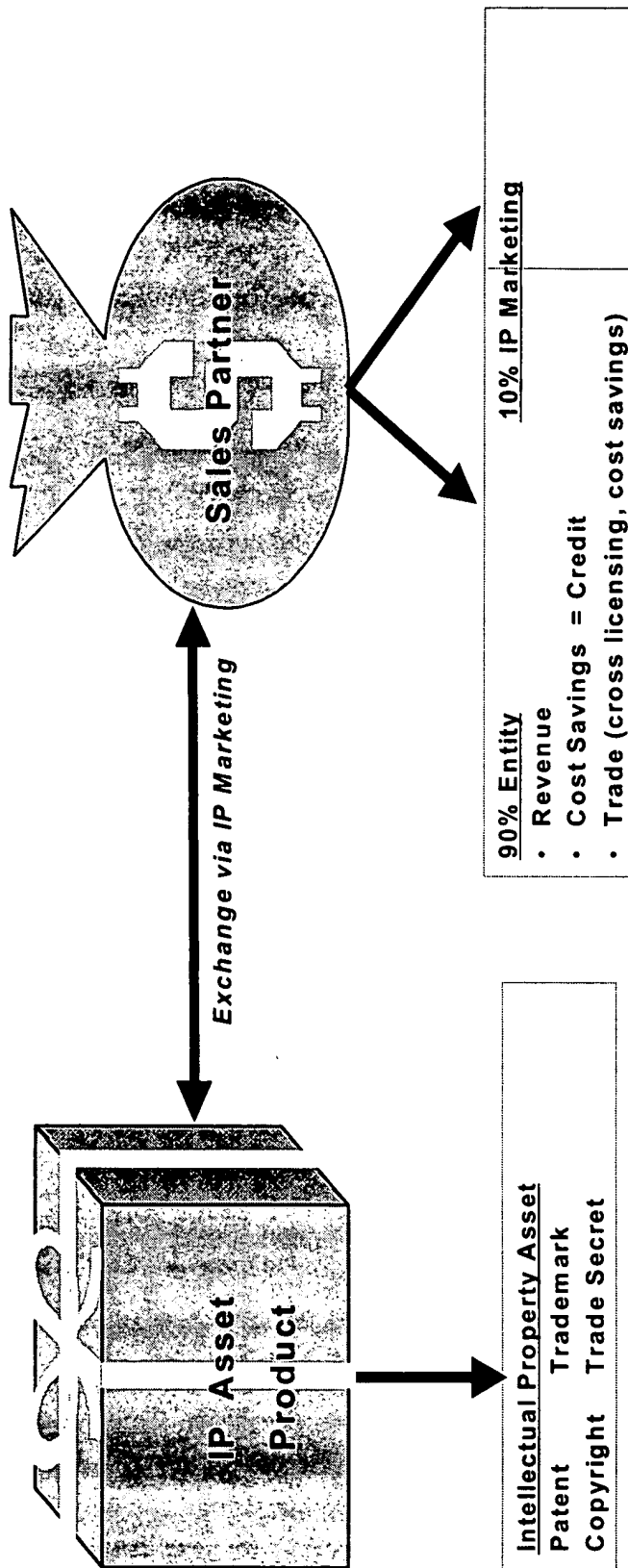


FIG. 225